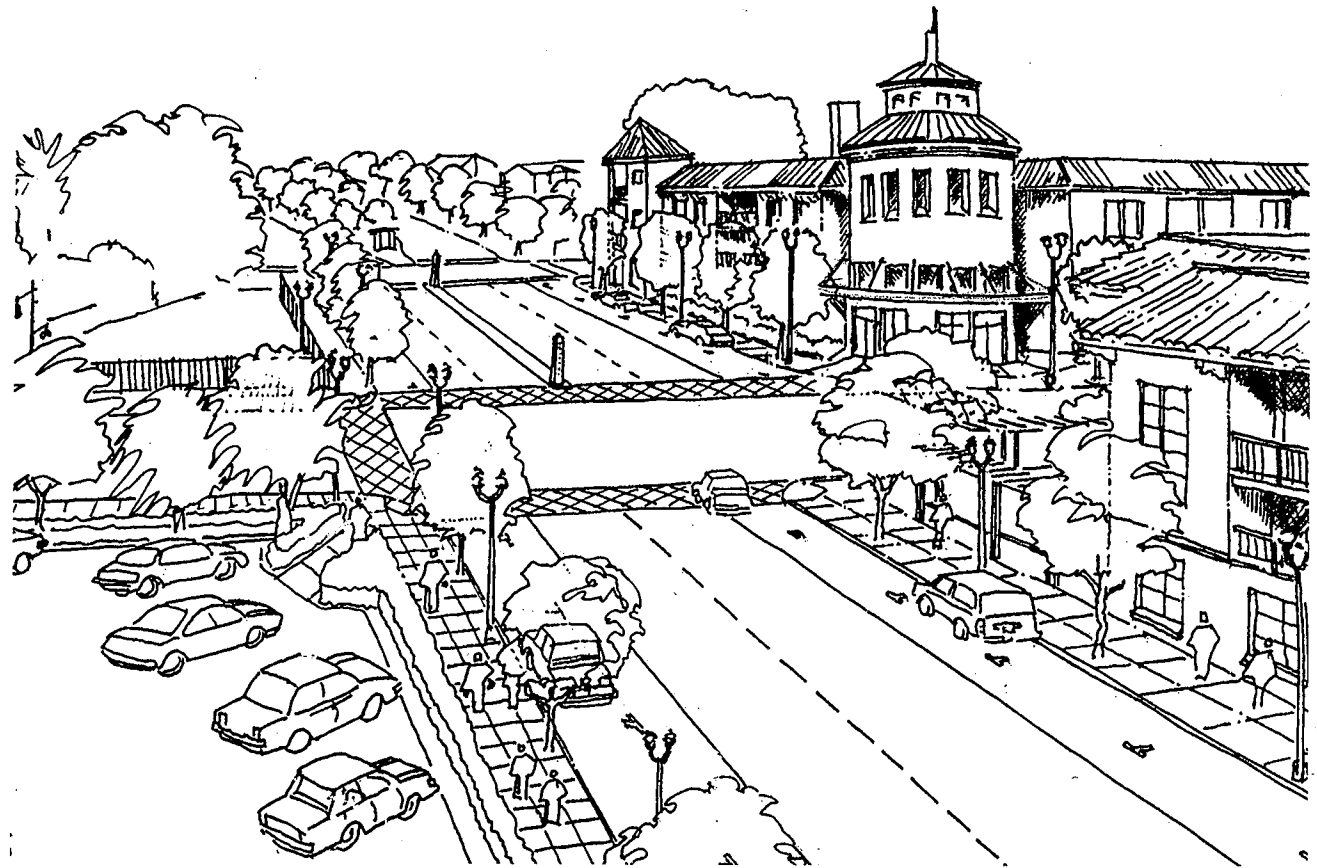


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# Acorn • Prescott Neighborhood Transportation Plan



FOR THE  
CITY OF OAKLAND and the  
METROPOLITAN TRANSPORTATION COMMISSION

BY  
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## 1. EXECUTIVE SUMMARY

The Transportation Plan for the Acorn and Prescott Neighborhoods in West Oakland provides community based recommendations to better connect these neighborhoods to the City as a whole by providing improved transit service access and to make this service and walking within the neighborhoods a more convenient, pleasant and safe experience. This six month planning and design process included a participatory process to gather information and assist in the needs assessment, project selection and prioritization, and discussion of transportation service needs, desires and priorities. The scope of the study focused on the three primary elements related to Streetscape and Pedestrian Enhancement Projects, AC Transit Service Improvements and a potential Shuttle Service. Its goal is to provide the community, and the City of Oakland with an overall transit access improvement strategy, specific implementable projects and their associated costs and potential funding sources. These recommendations are to assist the City of Oakland, transportation agencies and other organizations with project concept designs and budgets, funding acquisition and final implementation strategies.

### Community Participatory Process

This planning study included a participatory process to gather information, assisting in the needs assessment, project selection and prioritization, and discussing transportation service needs, desires and priorities. There have been:

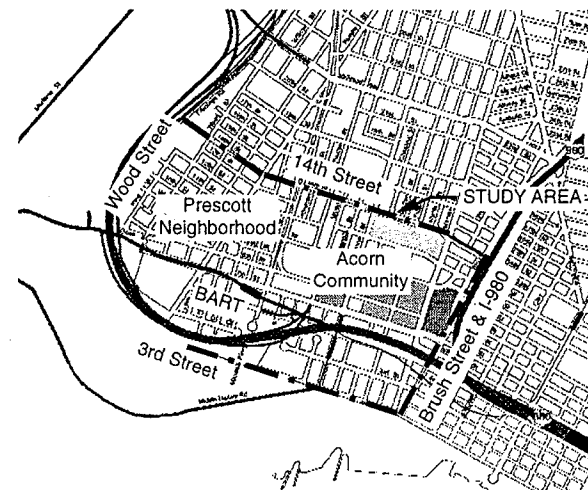
- Six Steering committee meetings providing general direction and overview of the process; This committee included representatives from many public agencies and key community members.
- Four Community meetings which involved a great deal of participation in the development of and recommendations for the various projects and transportation service improvements.
- Additional meetings have also been held with other formal community groups and organizations including: The West Oakland District Council, Acorn Residents Council, West Oakland Commerce Association, West Oakland Healthy Start and McClymonds High School.

### Features of the Neighborhood Transportation Plan

There are three primary features of the Neighborhood Transportation Plan. These are Transit Access Enhancement / Streetscape Improvement recommendations, AC Transit Service Improvement recommendations and a proposed Shuttle Service to augment AC Transit service. The following is a summary of these main elements:

#### ***Transit Access Enhancement / Streetscape Improvements***

The purpose of the transit access and streetscape improvement projects is to provide a general planning strategy while defining a clear set of projects which reinforce pedestrian access to transit, support walking to neighborhood destinations, and support the use of public transit and alternative modes of transportation. The goal was to provide concept designs for initial catalyst projects, prioritize these projects and provide planning budgets, which could have the greatest immediate impact to transit



#### ***Project Study Area:***

*The study area includes the parts of the Acorn and Prescott neighborhoods bounded by 14th Street, Hwy. 980 and the new Hwy. 880 alignment.*

#### ***The primary streetscape / transit access features recommended include:***

- 8th Street as a Pedestrian Corridor.
- BART / AC Transit Multi Modal Center Plaza and Structure.
- 11th & 14th St. Bridge Pedestrian Improvements.
- 7th and Center Streets Pedestrian Connection to 8th Street.
- 7th Street Neighborhood Commercial Corridor.
- Bicycle Path Extension to Jack London Square.
- Bus Stop Canopies / Enclosures.
- Third Street Pedestrian Oriented Improvements to Mandela Parkway and 7th Street.

*These improvements include Sidewalks, lighting, street trees and landscaping, crosswalks etc....*



access and walking and biking throughout the neighborhood. These projects would also promote the use of transit by making it more comfortable and enjoyable while addressing safety issues.

### **AC Transit Service Improvement Recommendations**

The AC Transit Service improvement recommendations were developed through review of existing service, discussions with AC Transit and by discussing the community's needs and desires and perceived deficiencies in service. The goal was not wholesale changes in AC Transit service, but recommendations for small modifications to existing service which reflect the changes in recent years in both local circulation and desired destinations. The recommendations also reflect a sensitivity to the financial constraints facing AC Transit and other transit operators. The specific recommendations are divided into near-term and longer-term strategies. The near term recommendations have minimal cost impacts while longer term recommendations involve additional operating funds.

### **Shuttle Plan**

A neighborhood shuttle service has been a long desired feature by the Acorn and Prescott neighborhoods. The shuttle plan was developed based on the community input and discussed at length in the steering committee meetings. The direction was clear and consistent. A key feature of the shuttle plan is to enhance neighborhood pride and community identity. The major objective of the shuttle plan is to connect important generators within the neighborhood, improve connections to BART, Downtown and AC Transit and to provide an alternative to AC Transit when service is limited, including weekend and evening service periods. Frequent daytime and weekend service were the highest priorities. The City of Oakland's "Enhanced Enterprise Community Public/Private Transportation Initiative" has been reviewed and recommendations on how these plans or strategies could be integrated or assist each other are discussed.

Six shuttle route options have been identified which provide service to a variety of destinations. The shuttle service options also reflect various strategies for funding availability. The shuttle route options are evaluated based on destinations served, duplication of AC Transit service, Minimum Operation Cost for basic service and potential partnerships with other agencies or private interests. Recommendations are made on the alternatives based on this evaluation and community priorities.

**Operating Plan:** The study provides alternatives for day to day shuttle service operation and management oversight. It highlights oversight activities including managing and operating contracts, marketing, applying for funding, refining service routes and schedules as well as recommendations for potential lead agency recommendations.

**Costs and Funding:** The shuttle service plan provides costs associated with each of the route options and includes both up front "hard costs" and continued maintenance and operating costs. Potential Funding sources and strategies were discussed and outlined in specific and highlighted if appropriate for specific routes or service options.

***The study recommends incremental improvements to the transit service in the general priority of:***

- *Provide improved evening service.*
- *Provide "Owl Service".*
- *Minor Rerouting of Route 62 within the Prescott area.*
- *Provide improved weekend service to Emeryville.*
- *Provide improved weekday service.*

### **Shuttle Service Potential Destinations:**

- *Acorn and Prescott neighborhoods*
  - *Acorn Housing*
  - *Peralta Villa*
  - *Campbell Village*
  - *Prescott School*
- *West Oakland BART Station*
- *Acorn Shopping Center*
- *West Oakland Senior Center*
- *DeFremery Park*
- *Downtown Oakland*
- *Jack London Square.*

2.0 NEEDS ASSESSMENT



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## 1. INTRODUCTION /SUMMARY

### Project Overview

The needs assessment memorandum for the Acorn-Prescott Neighborhood Transportation Plan is the summation of community and steering committee meetings, meetings with transportation departments and public agencies, review of existing studies, reports and other documentation and extensive on-site mapping and evaluation of the existing conditions regarding transit accessibility. The primary issues which were discussed include: the needs and desires for a shuttle service, AC Transit service and urban design issues such as streetscapes and other physical features which make the neighborhoods' access to transportation more convenient, safe and comfortable. This memorandum outlines the community's desires and needs as well the project team's evaluation of the neighborhood's physical environment.

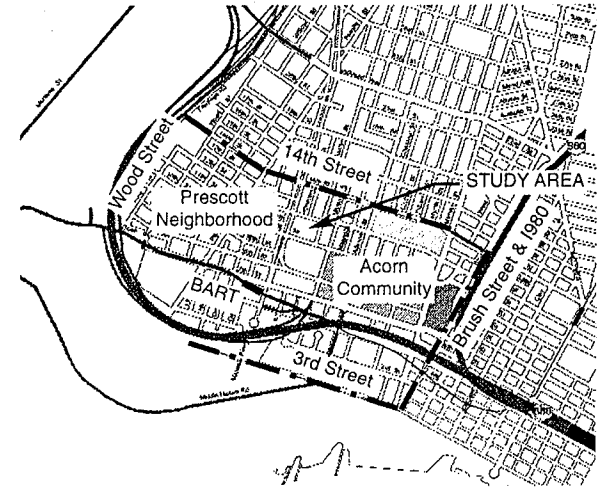
### Summary

The Acorn and Prescott neighborhoods are uniquely located within Oakland and the East Bay. As the closest neighborhood to the Bay Bridge and San Francisco and downtown Oakland, the West Oakland community offers a particularly attractive location for residential and business development and has been identified as a primary area for redevelopment within Oakland. With the 1989 Loma Prieta earthquake and the removal and relocation of Highway 880 the West Oakland community has been reconnected to Oakland's downtown giving the two neighborhoods a greater opportunity for unity. With the reconstruction of Hwy. 880, much of the neighborhood traffic has been re-routed allowing for improved pedestrian and bicycle movement throughout the area.

The Acorn and Prescott neighborhoods have the unique transportation advantage of a BART station which does not have a large parking lot that isolates it from the community. Unfortunately, the community does not currently make extensive use of BART because it does not directly serve their travel destinations. Over time, BART will become a more important amenity for the current and future residents of West Oakland.

AC Transit has historically been the community's primary transportation service. The neighborhoods are generally well served, with multiple routes throughout the neighborhoods. The 62 line is the primary route through West Oakland, serving the neighborhoods and downtown at a fairly high frequency throughout the day and into the evenings. While service levels remain high, the closure of the Oakland Army Base, loss of local businesses and loss of overall population has required cutbacks in some service within the West Oakland Community.

There are a number of perceived shortcomings to current bus service. While service levels in West Oakland are generally higher than other neighborhoods of similar density, there is a strong perception within the neighborhood that local service is infrequent and unreliable.



#### **Project Study Area:**

*The study area includes the parts of the Acorn and Prescott neighborhoods bounded by 14th Street, Hwy. 980 and the new Hwy. 880 alignment.*

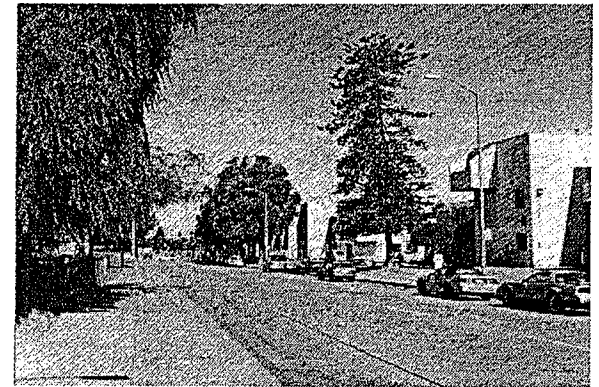
There is a greater need for weekend service for shopping, medical care, visits to church, and other general recreation or entertainment activities which often occur on the weekends. Early morning and particularly late evening service is limited. There is a particular need for some West Oakland residents for late evening "owl service" to employment destinations although the 62 provides local service to and from downtown until 11:00 pm. AC Transit has a policy of not providing "owl service" throughout their service area unless alternative funding is found for this "gap filler" service.

There is a strong desire within the community for a neighborhood shuttle service. More than a transit route, the shuttle represents a strong identity or image for the community to attract people to the area. This service is desired as a supplement to, rather than replacement of the AC Transit service. The most desirable destinations include: downtown Oakland, neighborhood community and senior centers, the Acorn Shopping Center, the West Oakland BART Station and Jack London Square. The neighborhood strongly preferred weekday and weekend service over a weekday service that would include a late night "owl service", although service into the evening was desired. Cost is also a factor as the community correlates shuttle service with free service or at most the same cost as AC Transit. An additional fare for connections to AC Transit was not believed to be acceptable. There is also a belief that a shuttle should provide reliable and frequent service, with 15 minute headways considered an appropriate service level. The shuttle goals include several non-transportation objectives. The communities perceive the shuttle as a local service which could be controlled within the neighborhood. The service may generate local jobs for drivers, dispatchers and other local employees as well as connecting residents to jobs elsewhere in the City.

The streetscape and developments do little to reinforce pedestrian or bicycle circulation or the use of public transit. The public streetscape elements which support walking to shops, and transit, such as pedestrian scaled lighting, slow streets and intersections designed for safe pedestrian crossings are lacking throughout the Acorn and Prescott neighborhoods. Street trees are inconsistent in their spacing or are non-existent. Sidewalks are sufficient in width although poorly maintained and lack accessible ramps at intersection and crosswalks which slow traffic.

Past development has done little to reinforce pedestrian activity in the community, or connections to the BART station. Parking lots used as overflow parking and older strip shopping centers make walking to BART and throughout the neighborhoods unpleasant and unsafe. This presents a strong deterrent to both commuters and residents.

The following information provides the background and foundation for recommendations on AC Transit service, a potential shuttle service and streetscape improvements throughout the Acorn and Prescott neighborhoods. Recommendations include transit service improvements and specific designs for transit access enhancement projects.



*8th Street has a great potential to become a spine for the Prescott and Acorn neighborhoods connecting with shopping, BART and the Mandela Parkway.*



*Properties surrounding the BART Station: Many of the properties surrounding the West Oakland BART Station are being used for "over flow" parking by commuters from outside of the area.*

## 2. INFORMATION SOURCES

### Reports

A number of studies have been conducted that have examined mobility needs and issues for the study area. For this project, already-existing information was used to provide a basis of understanding. Because of the changes in and around the study area in the last few years, the conclusions from these studies were examined carefully to determine whether and how they were still applicable. The reports referenced are listed below:

Acorn Community Plan, prepared by the Acorn Community Task Force, July 1995.

Enhanced Enterprise Community; Public / Private Transportation Initiative;

City of Oakland, U.C. Berkeley, May, 1998.

"Our Neighborhood Plan - The Prescott Community" prepared and presented by U.C. Berkeley, May 1988.

Mandela Parkway Corridor Plan, by Amphion Environmental for the City of Oakland, adopted Feb. 1998.

Oakland Estuary Plan, by the ROMA Design Group for the Port of Oakland & City of Oakland, Feb. 1998.

West Oakland Visions and Strategies: Phase 1 Report - A Community Plan, prepared by the Coalition for West Oakland Revitalization, May 31, 1994.

Other, ongoing projects that have been reviewed include the City General Plan, the development of the West Oakland 2000 Transportation and Economic Development Study, and the Embarcadero Bay Trail project and the Bicycle Master Plan.

### Community Meetings

This study included four community meetings to gather information for the needs assessment as well as prioritize recommendations and proposed streetscape improvements. The meetings were held at the OHA's Peralta Villa and Campbell Village community rooms to discuss issues and gather information from a wide a range of residents. The meetings were noticed through mailers and posters were placed at key locations throughout the community. Each meeting had over thirty participants from the community with a small overlap from one meeting to the next.

The four community meetings had primary topics relating to needs assessment issues. Community Meeting #1 discussed the resident's needs as they relate to a proposed shuttle service and AC Transit service. These dealt primarily with routing and destinations, day of week, time of day and frequency of service. Community Meeting #2 discussed alternative preliminary routes for the proposed shuttle service and preliminary routing modifications to AC Transit to gather response regarding routing, schedule and frequency. Community Meeting #3 summarized the two initial meetings and discussed general community design issues as an introduction to a presentation of proposed transit access enhancement - streetscape projects. The final Community Meeting #4 summarized the findings and recommendations, reaffirmed the project priorities and discussed the implementation and funding processes and issues.



### Community Meetings:

Four public meetings were held at local community centers in the neighborhood to discuss issues regarding AC Transit, shuttle service proposals and streetscape and transit enhancement projects.

### Key Issues at discussed the Community Meetings:

- What Hours of Transit Service are most needed or necessary (Weekend or late evening ?)
- Key Frequent Destinations ?  
Access to Downtown (14th & Broadway), Shopping, Work, School, Church, Medical Care, Entertainment, and How do you get there?
- Where do your children need to get to ?
- What is a desired Frequency of Service ?
- What deters you from using AC Transit?
- Why a Shuttle?
- What deters you from taking BART
- Where do you walk? and What deters you?

### 3. DEMOGRAPHICS

#### Current Conditions

The demographics of the Acorn and Prescott neighborhoods is in a period of transition. This is due to much of the housing stock being rehabilitated or newly built. The mix of housing stock will have a significant impact on community demographics by introducing more opportunities for home ownership in West Oakland. This summary demographic analysis is based on (1990) U.S. census data, the most current available, and all analysis was performed at the census tract level.

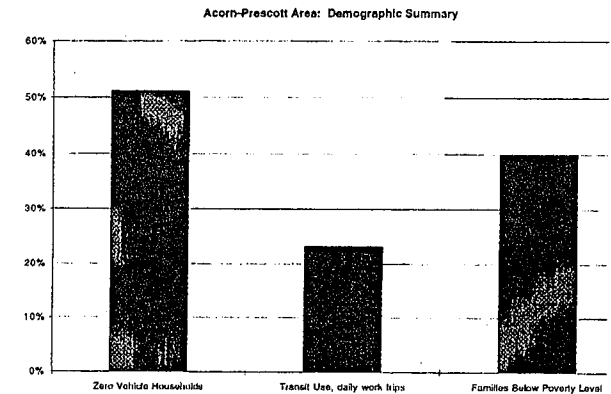
African Americans represent the largest racial group in the Acorn and Prescott neighborhoods, approximately 78% in 1990. In recent years there has been an in-migration of Asian households which make up approximately 9% of the total West Oakland population. Although not reflected in a census, the residents have noted that the current in-migration is primarily Hispanic, and that this is the fastest growing racial group in both neighborhoods.

The population density is fairly high, although the area is not one of the densest in Oakland. Nearly all of the residential areas have a density of at least 15 dwelling units per acre and most of the area is at 23 to 30 dwelling units per acre. The community has lost a significant number of residential units due to demolition in the recent past and has had many units unoccupied during the current revitalization projects. It is anticipated that the residential density may diminish further, as single family homes and larger family units are developed in currently proposed projects. Single family homes are deemed more desirable in the marketplace.

Employment is a major concern within the Acorn and Prescott neighborhoods. The median household income in West Oakland was approximately \$12,500 in 1990 compared to \$27,100 in all of Oakland. Most of the area has 30% or more households with incomes below the poverty level, and about half of the area has 40% of its families living below the poverty level. The low income level also impacts the ability to afford transportation services. The cost of BART as well as the limited transfers and cost of para transit services have been mentioned as barriers to transit, particularly by the elderly community.

The number of households with no auto ownership is very high (practically all of the area has a 40% or greater zero auto ownership rate and about half of the area is at 50% or greater). The only parts of Oakland with higher percentages of zero auto ownership are areas in downtown Oakland near the BART stations at Broadway and 12th Street and 19th Streets. This translates into a greater dependence on public transportation for access to essential services such as shopping, education and medical care as well as jobs. However this has not translated into higher than normal transit ridership, as apparently the high unemployment rate diminishes the necessity for transit trips.

The area shows the same transit use percentage (approximately 20% to 35% for daily work trips) as other areas of Oakland with comparable and higher population densities.



#### Area Summary Statistics:

<i>Families with Zero Auto Ownership:</i>	40% to 50%
<i>Commute Trip Transit Use:</i>	20% to 35%
<i>Income Below Poverty Level:</i>	30% to 40%

### Changes in the Study Area

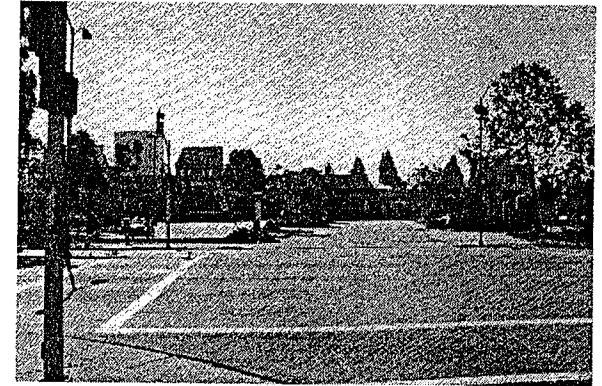
As previously noted, the Acorn and Prescott neighborhoods are undergoing tremendous changes. One only has to walk through the neighborhood to see that many homes are for sale and many others have been recently purchased or are currently being remodeled. Many housing projects are being revitalized or entirely reconstructed. Many of the new and rehabilitated housing developments are an attempt to provide housing opportunities for a broad range of income levels.

The Bayporte Village project is a single family home development consisting of 3 and 4 bedroom homes which will range from \$135,000 to \$150,000. Located directly adjacent to the Acorn Village and Acorn Retail Center, it plays a key role in the connection between the neighborhood and local shops.

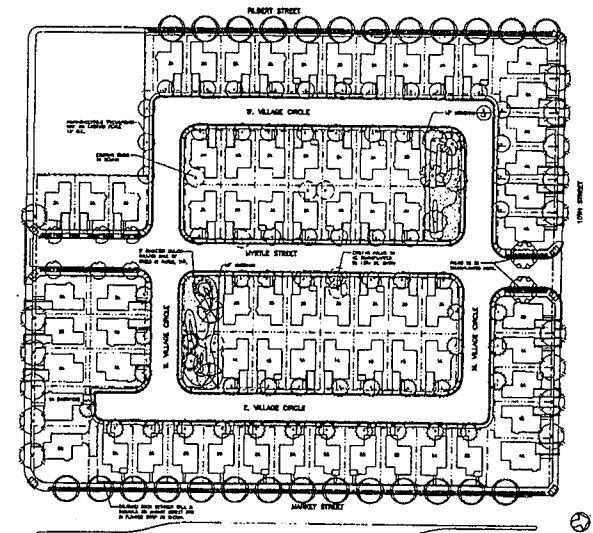
The Acorn Shopping Center is also being planned for rehabilitation. The goal is to provide a new food market as well as new shops, providing the community with much needed access to a high quality market and other shops and services. The goal of the center is also to attract residents from outside of the immediate neighborhood, connecting to Downtown and Hwy. I 980 and the Brush Street access. The revitalization of this retail center should make the Acorn and Prescott neighborhoods more attractive to residents who desire close proximity to shopping and services.

The Acorn Community is being revitalized and it is anticipated will be another attractive addition to the West Oakland community. The second phase of Campbell Village is also under construction and will also be a quality addition to the neighborhood. As these developments are finalized, each will add impetus for private properties to be rehabilitated. This trend is already under way, particularly with older Victorian homes where individuals and small builders are renovating these homes with greater architectural character or style. It is anticipated that if the Bay Area housing market remains tight, this area will see more change in home values and further rehabilitation of single family residences.

The ongoing revitalization efforts in the Acorn and Prescott neighborhoods along with employment training and greater access to jobs and services will continue to raise the income levels of residents in the community. It is anticipated that this will further increase transit use, particularly local use of BART which is currently below other stations' average capture of commute trips. As cost of transit becomes less of a barrier to its use, and as new residents move into the area who customarily take BART more frequently than AC Transit, it is anticipated that BART will become a more important part of the community. This in turn will be viewed as a greater amenity as it provides quick convenient access to San Francisco and the the South Bay, as well as the greater East Bay region. These changing demographics were discussed by the residents in community meetings as important points which should be considered in the study.



*The Acorn Shopping Center is scheduled for rehabilitation with the addition of a large market in addition to small retail shops to serve the West Oakland and Downtown neighborhoods.*



*The Bayporte Village Housing Development: is a keystone in the community revitalization program to attract middle income residents into the West Oakland community with new single family homes.*



#### 4. EXISTING TRANSIT SERVICE

Transit service within the study area is provided by Bay Area Rapid Transit (BART) and Alameda County (AC) Transit. Each of these services are described below.

##### AC Transit

Bus transit service to /from and within the study area is provided by AC Transit. The service area for AC Transit primarily includes the portion of the East Bay, west of the hills, from El Sobrante to Fremont. Transbay service to San Francisco is provided through an extensive express bus network. A number of these transbay routes use 7th Street and Mandela Parkway to access the Bay Bridge, but do not stop for passengers within the study area.

Local AC Transit service is described below and illustrated with bus stop locations (page 7). Some service was temporarily altered during the Cypress Freeway construction.

Route 13 (Oakland Army Base - Lakeshore Avenue): operates from 5:30 AM to 7:00 PM on weekdays, with no weekend service. Service frequency is every 15 minutes during the peak commute periods and 30 minutes during the midday.

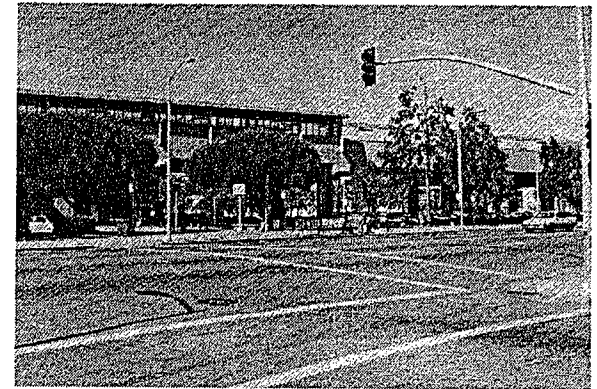
Route 14 (MacArthur BART - 35th Avenue): operates from 5:00 AM to 7:00 PM on weekdays, and 7:00 AM to 7:00 PM on weekends. Service frequency is every 15 minutes during the peak commute periods, and 30 minutes during the midday and on weekends.

Route 62 (Wood Street - Fruitvale BART): operates from 6:00 AM to midnight seven days a week. Service frequency is every 15 minutes from 6 AM to 7PM on weekdays, 30 minutes on weekday evenings, 20 minutes on Saturdays and 30 minutes on Sundays.

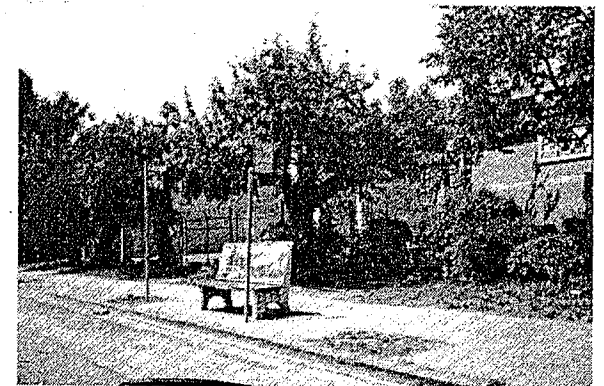
Route 82/82L (Oakland Naval Supply Center - Hayward BART): operates 4:30 AM to 12:30 AM seven days a week. Service frequency is every 12 minutes during the peak commute periods, every 15 minutes during the weekday midday, every 20 minutes during weekday evenings, and every 15 - 20 minutes on weekends.

Study area residents can also access two additional routes in Downtown Oakland: Route 72 (Point Richmond - Jack London Square), which provides service from 5:30 AM to 11:30 PM or midnight seven days a week; and Route 88 (Downtown Oakland - North Berkeley BART), which provides service from 5:30 or 6:00 AM to midnight seven days a week.

The cost to use local transit service is \$1.25 in one direction; transfers are issued at no charge. Children (5-12), Seniors (65+) and the Disabled pay \$0.60 per trip. Transbay bus service is \$2.20 and \$1.10, respectively.



**BART and AC Transit Multi-Modal Center**  
AC Transit has been the neighborhood's preferred public transit service due to cost and desired destinations. As the demographics of the neighborhood changes, BART may become a more important piece of West Oakland's transit equation.



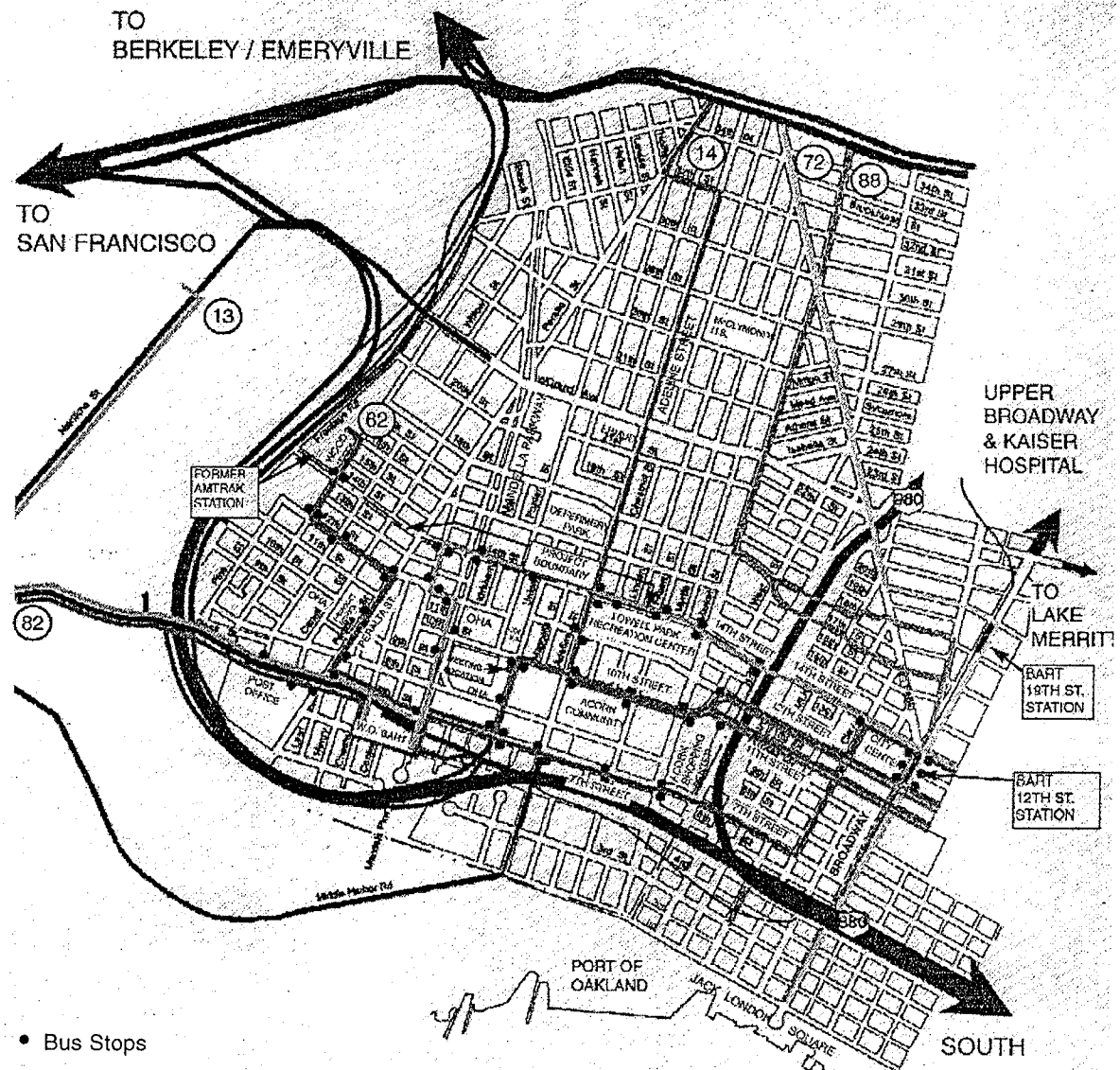
**Bus stops in the Acorn and Prescott neighborhoods** frequently lack seating and a lack of security when awaiting a bus in the evening and is uncomfortable for the seniors who use the bus service.

### BART: Bay Area Rapid Transit

BART is a regional heavy rail, commuter service with five lines that operate between the East Bay, San Francisco, and the Northern Peninsula (to Colma). Four of the five lines serve the West Oakland BART Station: Richmond to San Francisco/Colma; Pittsburg / Bay Point to San Francisco/Colma; Dublin to San Francisco Daly City; and Fremont to San Francisco / Daly City.

BART provides service from 4:00 AM on weekdays, 6:00 AM on Saturdays, and 8:00 AM on Sundays until midnight every day. During the peak morning and evening commute hours on a weekday, BART trains enter and leave the West Oakland Station every five to seven minutes. Because of the high frequency of service throughout the week, the West Oakland BART Station is a hub for travelers throughout the East Bay traveling to/from San Francisco. Its activity as a hub is likely to increase when the BART extension to the San Francisco Airport is completed. The cost to use BART in one direction is based on the length of the trip. From West Oakland, the fare varies from \$1.10 to \$3.20.

Currently BART is not perceived as a local community transportation amenity. Residents use the West Oakland Station less frequently than other neighborhoods use their local station. Instead, local residents feel the effects of commuters coming into the neighborhood to park on local streets and in local surface parking lots to access BART's transbay service. While local residents do not currently make extensive use of BART, the BART station provides a convenient hub for bus transit connections. The 82, 62, 13 and 14 routes meet at BART, providing reasonable connections between surface lines.



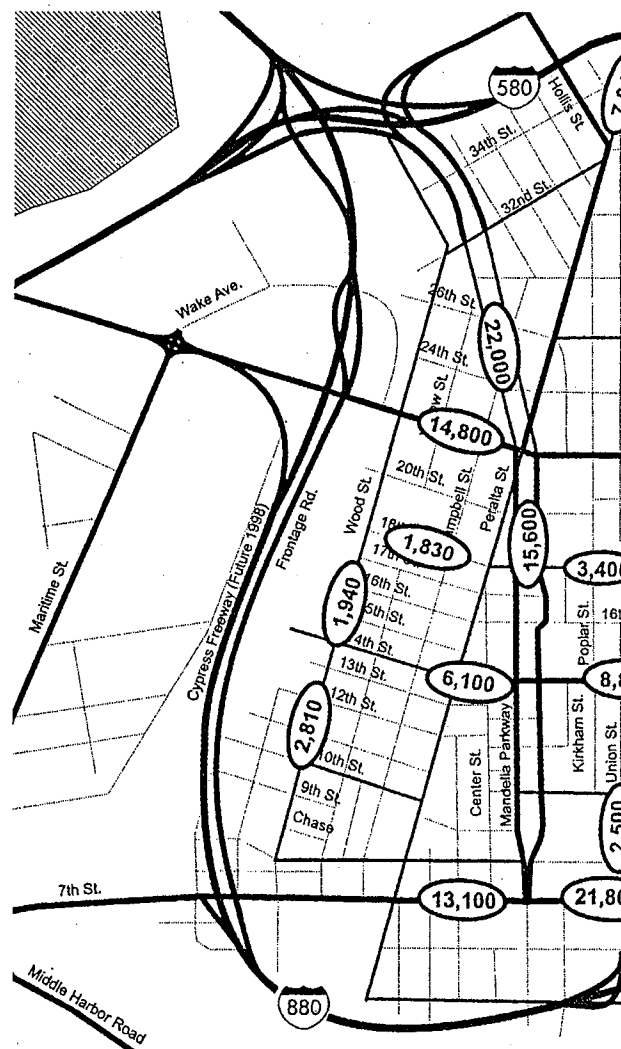
EXISTING AC TRANSIT ROUTES AND BART STATION LOCATIONS  
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### New Cypress Freeway and Ramps

The most significant change to the roadway system in West Oakland has been the relocation and construction of the Cypress Freeway (I-880), which runs from the I-980 junction in Downtown Oakland to I-80. The Cypress Freeway has been relocated from its previous alignment along Mandela Parkway to circumnavigate the residential portions of West Oakland. The Cypress Freeway is open, and the final connection to eastbound I-80 has been recently completed. Access to and from the Cypress Freeway is provided to the study area via ramps at 7th Street west of Pine Street and ramps at 7th Street and Union Street. Frontage roads are also being constructed to allow trucks and other vehicles from the Port, the West Oakland Army Base, and the Naval Supply Center to access the freeway ramps while reducing driving on residential streets. The final evaluation of actual traffic within the neighborhoods may not be realized for a number of years.

### Local Roadway System

Most of the study area has a grid system of streets, with the grids angled slightly at Peralta Street. Because of this grid system, there are many options for driving within and through the study area. The arterials provide access to and from the study area. These are 7th Street, 14th Street, Mandela Parkway, Adeline Street, Market Street, and Peralta Street. Of these, 7th Street and Mandela Parkway are the busiest roadways and have the highest truck volumes. For the most part, the remaining roadways are two-way streets with lower traffic volumes. A notable exception is Eighth Street which has one way circulation from Union Street to Pine Street, although it has very low traffic volumes.



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## 5. TRANSPORTATION ISSUES

### Transportation Issues Identified in the Acorn / Prescott Neighborhoods

To recommend transportation and streetscape improvements, it is important to have an understanding of the issues that are unique to the study area. By identifying these issues, the principles for developing recommendations can be defined.

For this study, we examined the following issues:

- transit service
- bus coverage / stop locations
- service hours/frequency by time of day and day of week
- connectivity to key destinations
- service quality and security
- auto-oriented
- truck/auto neighborhood traffic intrusion
- parking
- roadway design
- streetscape
- design
- support for travel modes
- pedestrian
- access
- safety
- bicycle
- routing
- safety

Three primary sources were used to identify the desires and needs for the Acorn/Prescott neighborhoods. The sources included input from the community meetings, prior reports and census data collected for the study, and observations of the conditions in the neighborhood.

From this information, the desires and primary needs have been more closely examined and further defined. These are listed below.



*Existing Bus Stops Locations and Condition lack seating, weather protection and sufficient lighting*

## Transit

### Bus coverage/stop locations:

- improved access to the transit service for the elderly; and
- a transit or shuttle service that provides door-to-door service.

### Service hours/frequency by time of day and day of week:

- more evening and late night (owl) transit service; and
- more weekend transit service.

### Connectivity to key destinations:

- more transit service to key work destinations outside of the study area (e.g., major employers near the Oakland Airport (Federal Express, UPS); K-Mart in Oakland);
- more transit service to key shopping destinations outside of the study area (e.g., Rockridge area of Oakland, Emeryville, Alameda, San Francisco, Bayfair Mall, Hilltop Mall);
- continued transit service to Highland Hospital; and
- lack of direct transit service to the newly-opened West Oakland Senior Center for seniors in the study area.

### Service quality and security:

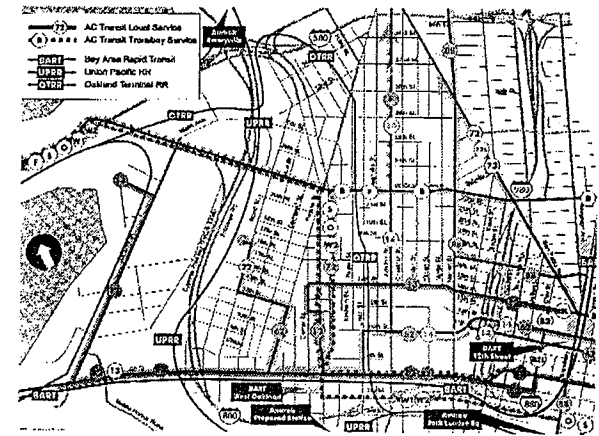
- improved on-time performance by buses;
- children/teenagers on the bus who do not make room for the elderly or disabled to sit and/or are discourteous; and
- security concerns while waiting at bus stops.

### Other transit issues:

- too much noise from BART trains, particularly along the 7th street commercial area.

### Shuttle Service:

- desire for a shuttle service that will provide a positive neighborhood identification for the Acorn neighborhood, and the new housing developments; and
- desire for a shuttle service which provides inexpensive, direct and frequent service to destinations including Downtown Oakland, Jack London Square, BART, Community Centers and Acorn S.C.
- desire for weekend and evening service;
- desire for door to door "owl service" to major employment destinations near the Airport.
- a locally controlled service that will create job opportunities for local residents.



prepared by Dowling Associates

**Existing Transit Routes:**  
including BART and Trans Bay routes.



*The shuttle could be a neighborhood identity and image maker for the community and extend that image to other major locations such as downtown and Jack London Square.*

**Shuttle Service Issues****The shuttle should:**

- supplement AC transit
- provide enhanced mobility
- be free or very low cost
- be reliable
- offer frequent service
- serve multiple markets
- provide economic development

**Market opportunities for a shuttle service include:**

- serving local seniors
- providing enhanced access to Acorn Shopping Center
- connectivity to the transit services available at BART stations
- connections to jobs / transit options in downtown Oakland
- convenient transit for locals and visitors to Jack London Square for work, shopping and entertainment
- supplement service during night and week end periods

**Issues**

- *Longer more circuitous routing will be unattractive to the rider and more expensive to operate. Routes must be compact and direct.*
- *Frequency will be a primary attraction to riders who will be able to ride without advanced planning.*
- *Funding for a sustained service may be difficult to achieve.*
- *The service must be coordinated with AC Transit to ensure no negative impact on transit options.*

### Auto-oriented Issues

#### Truck/auto neighborhood traffic intrusion:

- driving to the West Oakland BART station by those who do not live in the neighborhood (instead of using a BART station closer to where they live); and
- greater enforcement of posted truck restrictions on neighborhood streets.

#### Parking:

- overflow of parking around the West Oakland BART Station.

#### Roadway Design:

- lanes that are wider than necessary for the posted speed limits, which can lead to excessive speeds.
- One-way circulation on minor residential streets can lead to excessive speeds and incorrect movements.

### Streetscape and Development

#### Pedestrian Access:

- more pedestrian-friendly corridors located where there are services to be accessed.

#### Safety:

- ability for pedestrians to cross Mandela Parkway safely.
- safer streets both along walks and at street crossing.

#### Aesthetics:

- improve the overall appearance of the neighborhoods and pedestrian walks in particular.
- street tree and street lighting and banner programs

### Bicycle

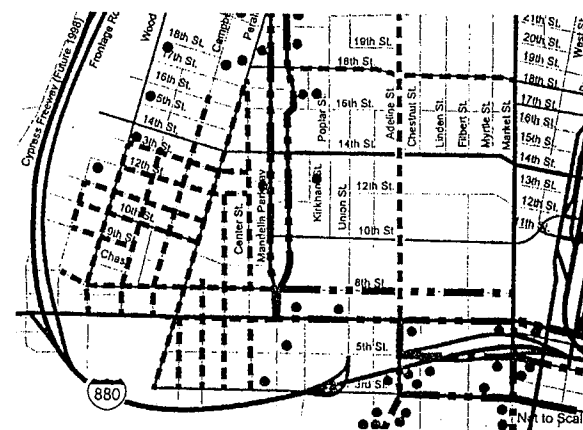
#### Routing:

- more bicycle routes within the study area and connecting to regional bicycle routes.

#### Safety:

- ability for bicycles to access and cross Mandela Parkway safely.

A summary of the needs identified is provided in the following Table. The needs assessment summary lists whether each need was identified in a community meeting, in a report or the census data, or from field observations.



prepared by Dowling Associates

West Oakland 2000 - Draft Truck Route Plan

## 5.2 SUMMARY OF TRANSPORTATION ISSUES

The following matrix summarizes the existing conditions, issues which were discussed and evaluated and needs assessment based on the community meetings, document review and field observations.

ISSUE TOPICS	IDENTIFIED NEEDS	INFORMATION SOURCE			POTENTIAL STRATEGIES
		Community Meetings	Reports/ Census Data	Field Observations	
<b>Transit Issues</b>	Access to Transit for Seniors	•			midday shuttle; weekend service
	Door-to-Door Service	•			special shuttle; phone system
	Evening/Owl Service	•	•	•	longer service hours; route deviations
	Weekend Service	•	•	•	more frequent service/longer hours
	Service to Key Work Destinations	•		•	Special services; shuttles
	Service to Key Shopping Destinations	•		•	midday shuttle; weekend service
	Service to Highland Hospital	•			continue direct connections
	Schedule Adherence	•			low-floor buses; POP
	Kids on the Bus			•	increased monitoring
	Security at Transit Stops	•	•	•	increased monitoring
	Neighborhood Identification	•	•		TMA sponsorship; theme buses
	Noise from BART Trains	•		•	acoustical engineering
<b>Auto-Oriented Issues</b>	BART usage from outside the neighborhood		•	•	station area plan
	Enforcing Truck Restrictions	•		•	traffic assessment after ramps open
	Parking near West Oakland BART Station		•	•	station area plan
	Excess Lane Widths			•	restriping
	Neighborhood Speeding	•		•	traffic calming and enforcement
<b>Streetscape Issues</b>	Neighborhood Identity	•	•	•	urban design recommendations
	Consistent Design Features	•	•	•	urban design recommendations
	Street Tree Plan	•			urban design recommendations
	Street Lighting	•	•	•	urban design recommendations
	Intersection Design / Safety	•		•	urban design recommendations
	Shelters vs. Security	•	•	•	urban design recommendations
<b>Pedestrian/Bicycle Issues</b>	Safe Crossing of Mandela Parkway	•	•	•	pedestrian plan
	Availability of Pedestrian Corridors	•	•	•	pedestrian plan
	Safe Pedestrian Crossing at Intersections	•		•	urban design recommendations
	Availability of Bicycle Routes	•	•	•	Bay trail design enhancements
	Connection to Regional Bike Routes		•	•	Bay trail design enhancements
<b>Development Issues</b>	7th Street Commercial Revitalization	•	•	•	community economic development
	"Corner Stores" Do Not Reinforce Pedestrians	•		•	community economic development
	Overflow Parking Inhibits Revitalization			•	zoning enforcement and comm. econ. devel.
	Acorn Shopping Center Revitalization	•	•	•	community economic development



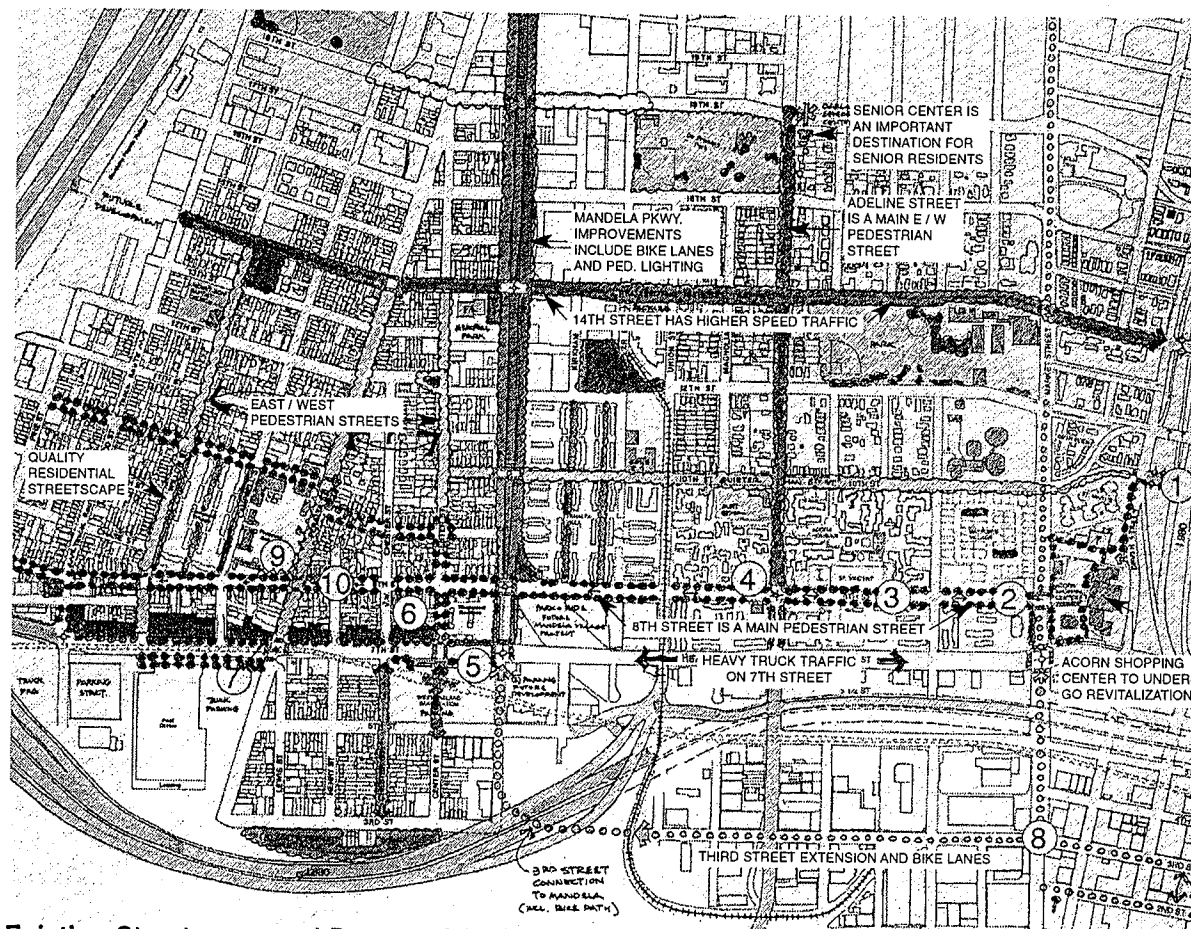
## 6. STREETSCAPES AND DEVELOPMENT ISSUES

### Background

The existing streetscape within the Acorn and Prescott neighborhoods suffers from years of neglect. Streetscape elements such as pedestrian-scaled lighting, street trees, intersection design and paving are in disrepair or are outdated. The existing streetscape emphasizes auto circulation rather than pedestrian circulation. This has created a streetscape which has fast moving traffic, lacks shade trees, has intersections which make walking more difficult and hazardous, and has significant barriers for residents with disabilities. The neighborhood also lacks amenities such as bike paths and bike lanes.

Although traffic in the area is low relative to other neighborhoods, 7th Street is too heavily trafficked by trucks and high speed vehicles to support pedestrian walks. Eighth Street is much more sheltered and quiet and connects the Prescott and Acorn neighborhoods to the BART Station, Mandela Parkway and the Acorn Shopping Center as well as the Prescott Elementary School and other important community institutions. Critical intersections such as Eighth and Market, Adeline, Union and Peralta Streets are critical locations for pedestrian improvements. The planned improvements to Mandela Parkway will be a strong addition to the community in the coming years.

Other streets within the neighborhood play an important role as traditional pedestrian paths within the neighborhood. Peralta Street connects with the Prescott Elementary School, Willow Street connects the Zion Baptist Church with Cambell Village and Union and Adeline Streets.



Existing Streetscape and Proposed Projects Mapping

- |  |   |
|--|---|
| #1: I-980 bridges are poor ped. connection to downtown.          | #6: Important Center Street connection to 8th St.   |
| #2: Market / 8th Street intersection lacks strong ped. crossing. | #7: 7th St. commercial revitalization is long term. |
| #3: 8th Street is best candidate for pedestrian spine.           | #8: Alternative bikeway connection to J.L.S.        |
| #4: 8th & Adeline Streets as a neighborhood focus                | #9: Important 8th / Peralta St. crossing at E.S.    |
| #5: 7th Street and Mandela Pkwy. is a key crossing               | #10: 8th Street is an important pedestrian street.  |

STREETSCAPE EVALUATION, PEDESTRIAN AND BICYCLE ROUTES  
NOT TO SCALE

connect with De Fremery Park and the Senior Center. Although each of these streets are important streets in terms of pedestrian circulation, their relative importance to the transit focus of this study is less than those streets which are a direct connection to BART and shopping.

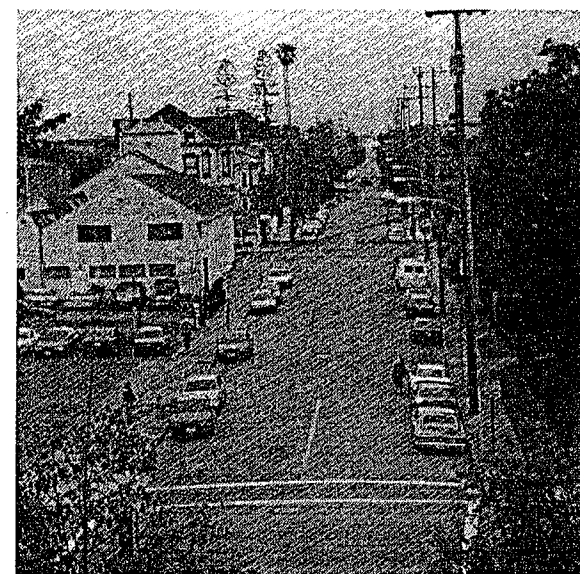
Pedestrian connections to BART are weak at best as streetscapes and past site planning and building design do little to make walking to the station convenient, pleasurable or safe. The 7th & Center Street crossing and the BART Plaza at the station both lack the appropriate pedestrian elements to reinforce pedestrian access to BART as a landmark for the community.

Eighth Street is currently signed for one way traffic in the Westbound through the Prescott neighborhood extending to Union Street. The one way traffic was put in place in response to the freeway on ramp which previously accessed I-880. Now that 8th Street does not access the freeway, the one way circulation confuses motorists and also contributes to faster speeds on this residential street. The one-way circulation beyond Mandela Parkway also impacts transit routing as it requires autos and buses to remain on 7th Street until Union Street. Review of this circulation pattern should occur with further discussions with the community.

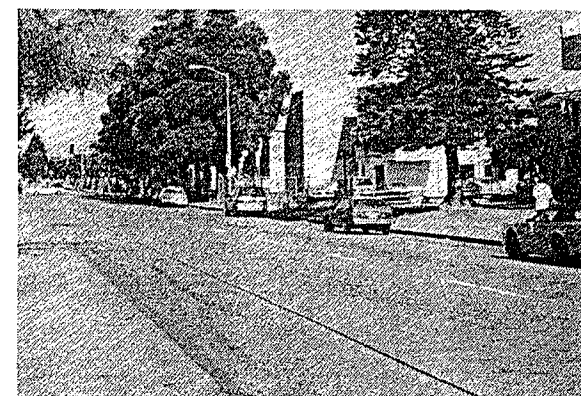
Within the South Prescott neighborhood, the new I-880 freeway has had a significant impact on the community. The South Prescott Park, provided as part of the freeway project, will be a good addition to the neighborhood. The improvement of Chester street would make a strong pedestrian connection between the BART Station and the Park.

The potential connection of Third Street to Mandela Parkway would connect the Bay Trail bike paths to Jack London Square, an important link in the Draft Bicycle Master Plan and Estuary Plan. The bike lanes proposed for Market Street could extend to 3rd Street as an interim bicycle connection until Third Street extension is determined, as well as a connection between the industrial and retail stores and the Acorn Shopping Center. These bike lanes in conjunction with potential lanes along Eighth Street would provide better bicycle circulation in the Acorn and Prescott neighborhoods.

The existing conditions / streetscape evaluation is the foundation for the design of transit access enhancement projects. The projects should provide improvements which will enhance the experience of walking, biking or using AC Transit, BART or a future proposed shuttle service. These projects should include lighting and street trees and other landscaping along public streets, improved paving and required accessibility features at crossings, seating and weather protection at major transit stops or other gathering areas and traffic calming devices at important crossings to slow traffic and to discourage through truck circulation. These features and others will provide a "kit of parts" with which to improve the safety, ease and convenience, enhancing the overall experience of walking, biking and using transit throughout the community.



*Center Street and the 7th Street crossing are important connections between the Prescott and Acorn neighborhoods and the BART Station.*



*8th Street is the best candidate to create a pedestrian connection to all the major destinations within the community including the Acorn Shopping Center, BART, Mandela Parkway bikeways.*

### Development Issues

A major issue for future development within the Acorn and Prescott neighborhoods is the need for appropriate development types as the community sees further revitalization. Important sites which impact pedestrian connections to BART include the small commercial center at 7th and Center Street and the redevelopment of various parcels in the area. These developments would connect the Acorn neighborhood with the BART Station, and make the Mandela Parkway 7th Street intersection a prominent neighborhood gateway.

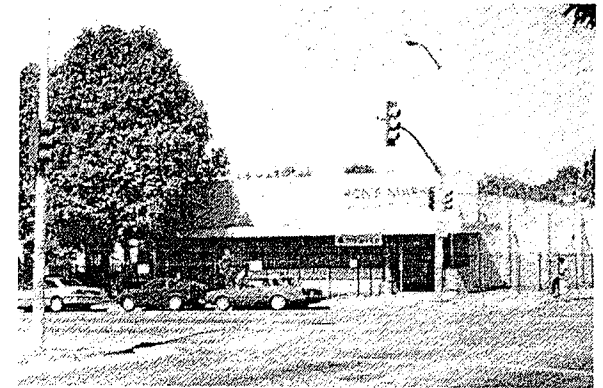
The Acorn Shopping Center revitalization is the key commercial development for the neighborhood in the near future. The revitalization of the center should include a strong pedestrian connection from the community to the shops. It should also provide pedestrian walks across the parking lot drives so that shoppers may walk from store to store. A strong connection between the 11th Street bridge over I -980 could be made along Brush Street and a pedestrian connection extending to the 8th Street entry through the center.

The 7th Street neighborhood commercial area within the Prescott neighborhood has deteriorated significantly. Many of the buildings are vacant and have fallen into disrepair. This portion of the street is significantly impacted by the overhead BART tracks which create a significant noise and shadow concern which has discouraged revitalization of the commercial properties along the street.

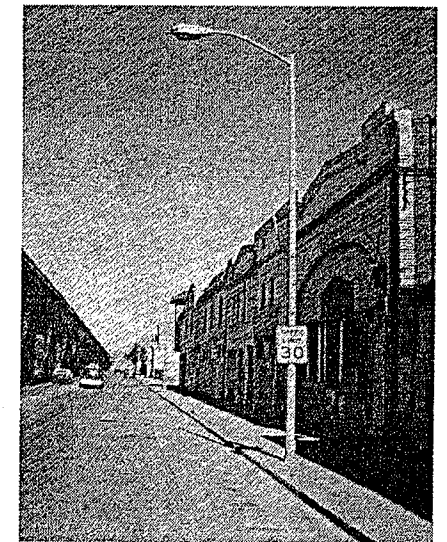
The Corner Retail Store (Pon's Market) at 8th and Adeline Streets has the potential to be a focus for the neighborhood and a could reinforce the pedestrian activity in the area. This is particularly true if the Acorn Shopping Center rehabilitation is not realized in the near future. Improvements to this intersection and the revitalization of the market could play an important role in the pedestrian circulation in the neighborhood.

Revitalization of individual homes has already begun to occur in the neighborhoods. It is anticipated that this will continue and the pace may increase in the future. Consideration should be given to periodic mapping and review of the renovations which occur to possibly reinforce this private development with public improvements such as sidewalks, street trees and street lighting on a block to block basis. This will reward reinvestment in the community and reflect the City's support for small-scale private development.

These development projects and issues should be considered when evaluating or prioritizing streetscape improvements. The streetscape improvements could either be the catalyst for these developments or reinforce them to complete the public investment with the private developments in a coordinated fashion.

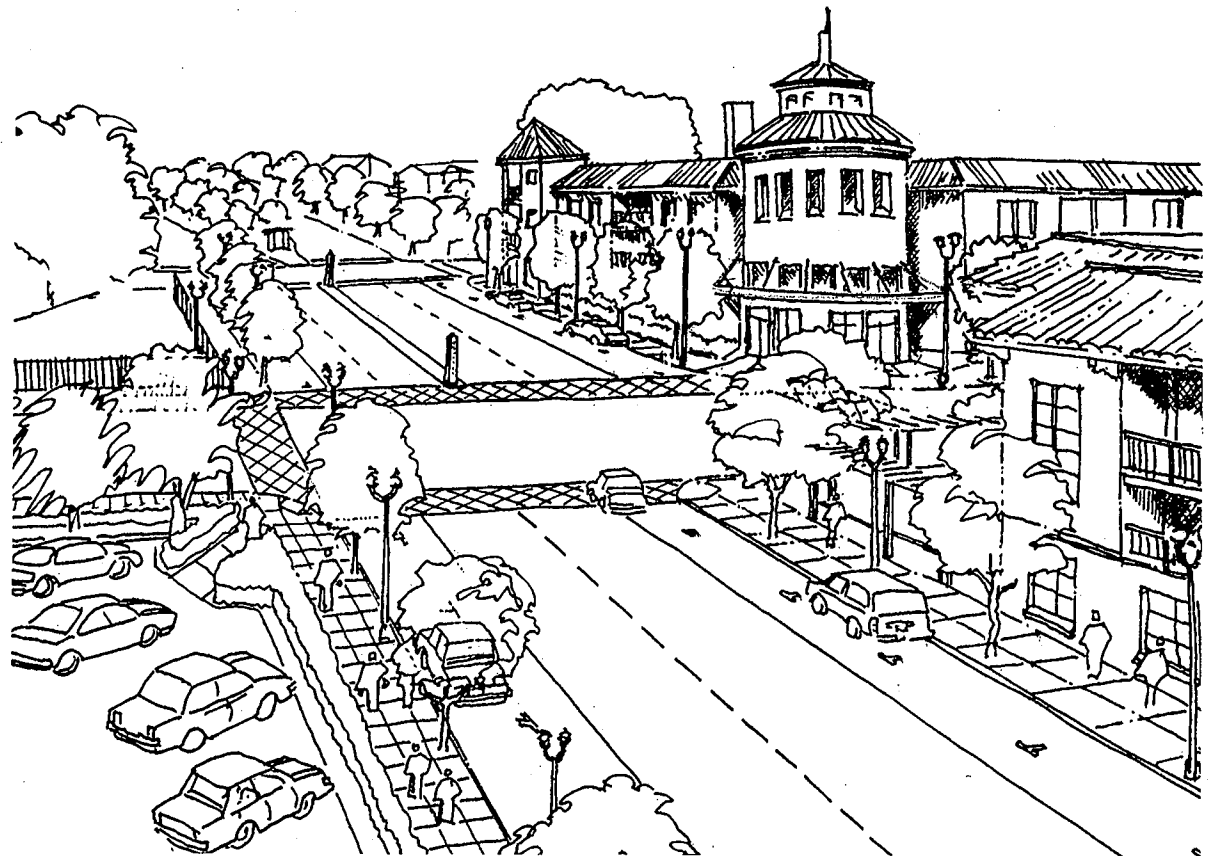


*A grocery store at Adeline and 8th Streets could play an important role as a convenience store for Acorn neighborhood residence walking to and from BART.*



*The 7th Street neighborhood commercial area is in the City's long term revitalization strategy. The BART tracks negatively impact the street with noise and shadows.*

### 3.0 STREETScape IMPROVEMENTS



## PEDESTRIAN ACCESS ENHANCEMENT PROJECTS

The following streetscape projects have been developed to enhance pedestrian access and encourage the use of transit in the Acorn and Prescott Neighborhoods of West Oakland. This section includes background and existing streetscape evaluations, community planning principles supported by the community, and presents twelve projects which will provide the greatest enhancement to transit access, including design, cost and potential funding sources. The projects range in size and variety from individual bus shelters for \$30,000 to large street improvement projects with budgets over \$1 million dollars. The purpose of defining projects, designs and costs for the enhancement projects is to provide a tool for organizations, City departments and transportation agencies to budget for and actively pursue funding for these projects within the neighborhoods.

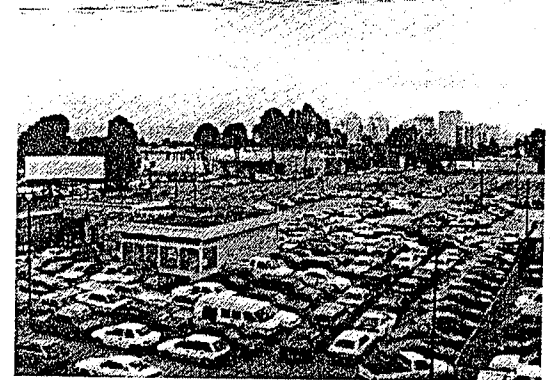
**The Acorn and Prescott Neighborhoods** have undergone tremendous changes in circulation routing and are currently undergoing substantial transformation of many of the large residential and commercial developments. The relocation of Interstate 880, the subsequent altering of on and off ramps, and the upcoming improvements along Mandela Parkway will completely change the auto and truck patterns in the community. Currently improvements have been concentrated on auto and truck circulation, with minimal thought as to what the existing residential and commercial streets may require to enhance pedestrian and bicycle circulation and improve the neighborhoods' access to AC Transit service and the West Oakland BART Station.

**The streetscapes** in the area do very little to support walking or the use of public transit. Many existing streets lack the features which support and encourage walking or biking to local shops, BART Station or AC Transit stops. Street lighting is designed for autos, lacking consistent sidewalk lighting required

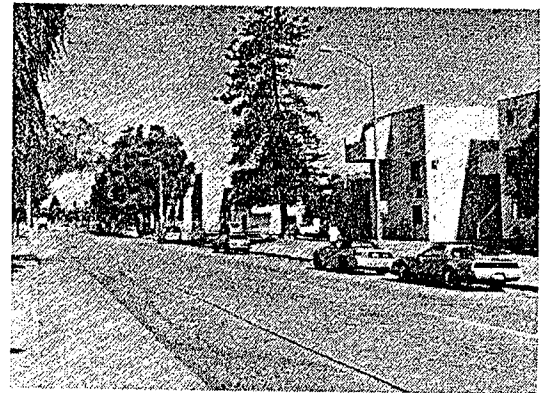
to support safe pedestrian movement. Street trees which provide shade and add a strong aesthetic quality are missing from most neighborhood streets. Key intersections lack the design features such as landscape bulbs, handicapped curb cuts and accented crosswalks needed to enhance safe pedestrian circulation. The proposed streetscape improvements are particularly important along 8th Street as this is the community's primary pedestrian spine. The BART Station / AC Transit Plaza lacks the necessary design elements to promote the station as a multi-modal center. A major transit shelter and plaza will reinforce the West Oakland BART Station as a major transit destination and transfer point. The 7th and Center Streets intersection and streetscape improvements will better connect the adjacent neighborhood to the West Oakland BART Station. The rehabilitation of the Acorn Shopping Center provides the opportunity to better connect with the new and revitalized residential developments in the Acorn neighborhood. Similarly streetscape enhancements along the 7th Street neighborhood commercial corridor will better support the future revitalization of this historic neighborhood shopping street. Improvements to the Pon's Market and Adeline & 8th Streets intersection could provide a local neighborhood focus. Small improvements such as locating bus shelters at frequently used stops and major housing communities will reinforce either AC Transit or a neighborhood shuttle. The project designs and costs may be translated to other similar streets or intersections.

**Cost estimates** for the transit access enhancement projects have been itemized by elements to allow for modifications in the final project design and budgeting. These costs are for budget purposes to pursue funding from a variety of sources including the Metropolitan Transportation Commission, Oakland Community Development Block Grant Funds, Public Works Department and other funding sources.

Existing Parking Lots around BART



Minimal Residential Streetscapes



Lacking Transit Supportive Projects



**NEIGHBORHOOD & TRANSIT-SUPPORTIVE DESIGN**

The streetscape projects recommended within this urban design study reflect a set of design principles which support neighborhood connections to transit. The illustrations also describe developments which are supportive of transit systems whether bus, rail, or simply walking to stores or through ones' community. The streetscape improvements within the public right-of ways reflect one aspect of these principles. Other projects, such as the BART Station / AC Transit Multi-Modal Center is also under public ownership. The illustrations which show new private development are meant to display the type of transit supportive development which should be supported by the City and community, but is within the private development community. Key Transit Supportive Community Design Principles include:

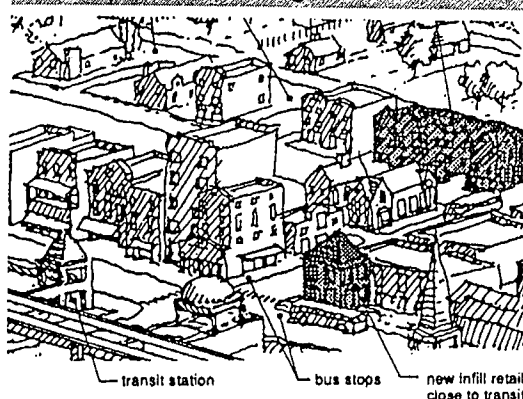
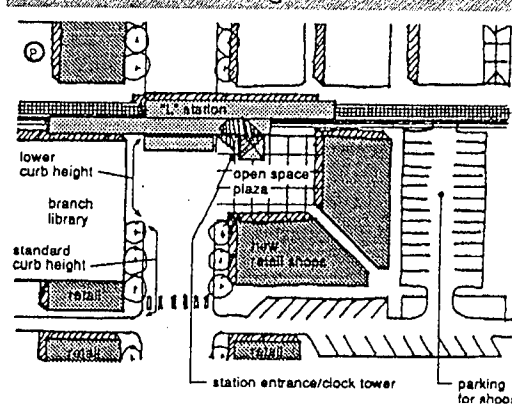
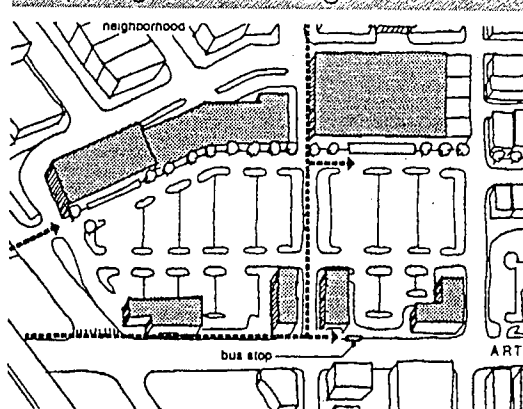
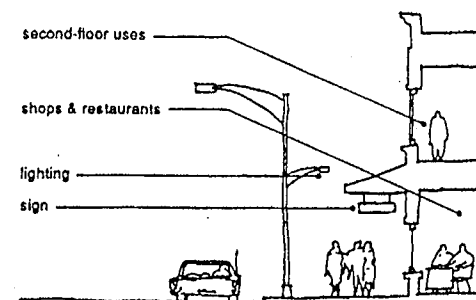
**Neighborhood Design:** Encourages a variety of housing and incomes, shops and businesses, public open space, and institutions all within walking distance of transportation.

**Transit Station Design:** Should be easily accessible by walking and biking and should provide a small public plaza with shelters for sitting, quality lighting and landscape, as well as convenience shops surrounding the station.

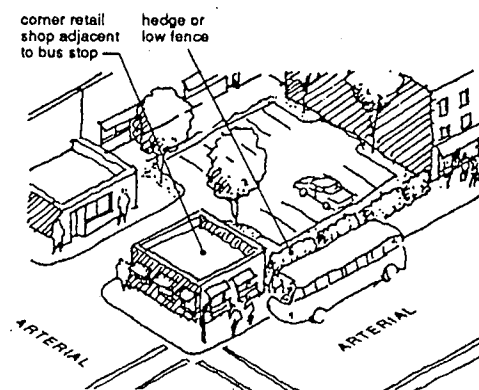
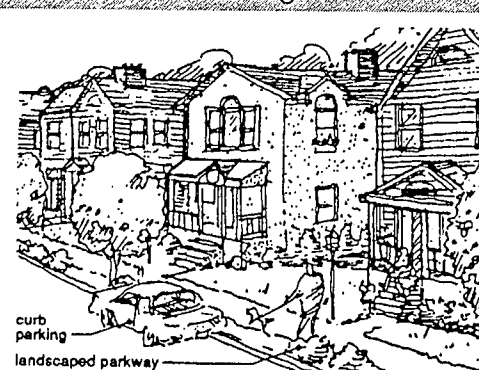
**Shopping Center Design:** Should include strong pedestrian connections, with lighting and landscape, from the street to the shops to promote walking to the store. Transit access should be either to the street or directly into the center.

**"Main Street" Retail:** is pedestrian friendly by nature and should be used as an important connection to major transit stations. **Retail shops:** should be located along the street, with parking behind, emphasizing the pedestrian connection to the neighborhood and to transit.

**Residential Streets:** should have closely spaced low pedestrian scaled-lighting, a canopy of trees for shade, and sufficiently wide sidewalks for passing by, as well as homes with entries facing the street.

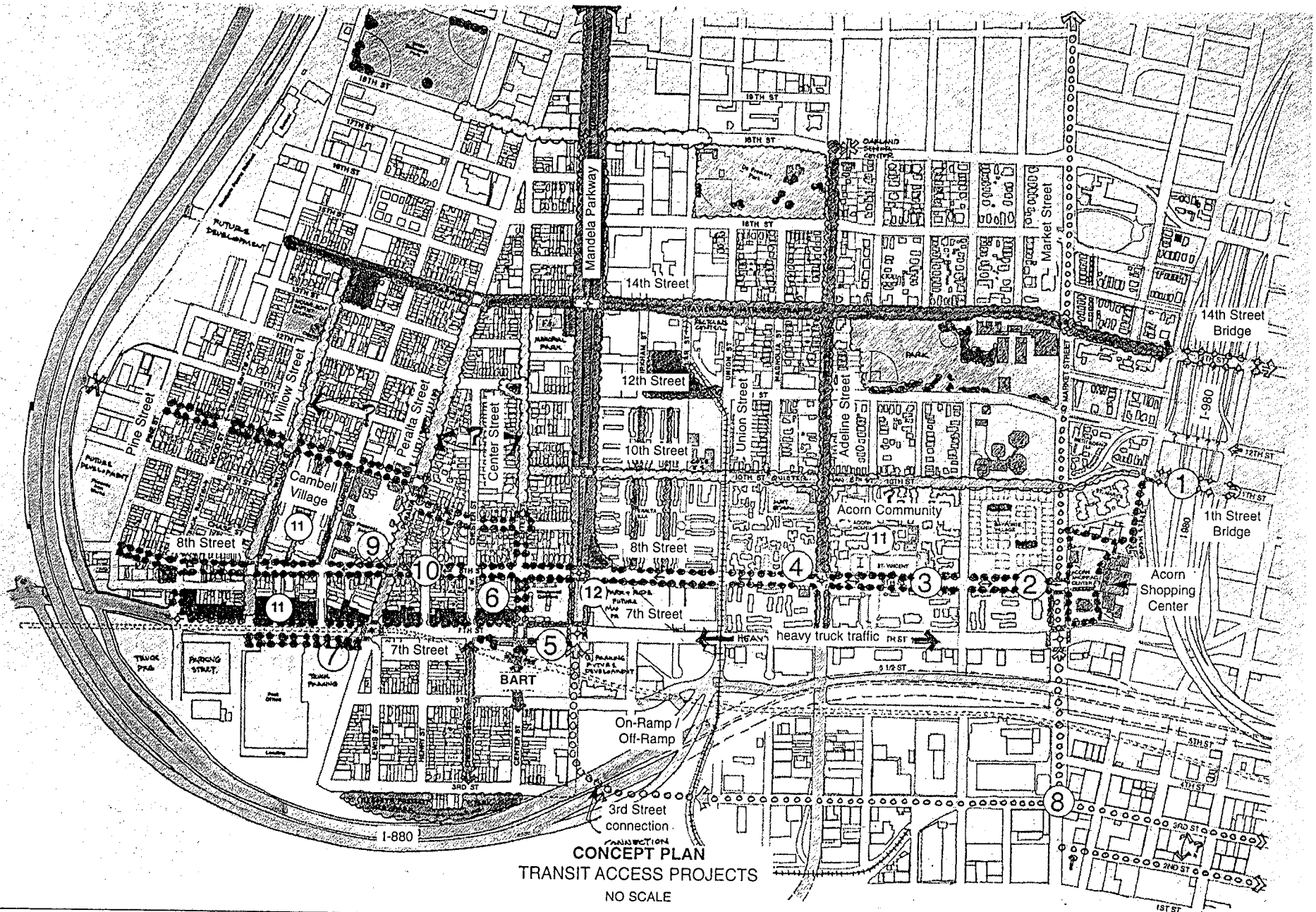
**Neighborhood Design Issues****Transit Station Design****Shopping Center Design****Commercial/Main Street Design**

*An interesting and active pedestrian environment improves security and makes a walk enjoyable.*

**Corner Store Design****Residential Street Design**



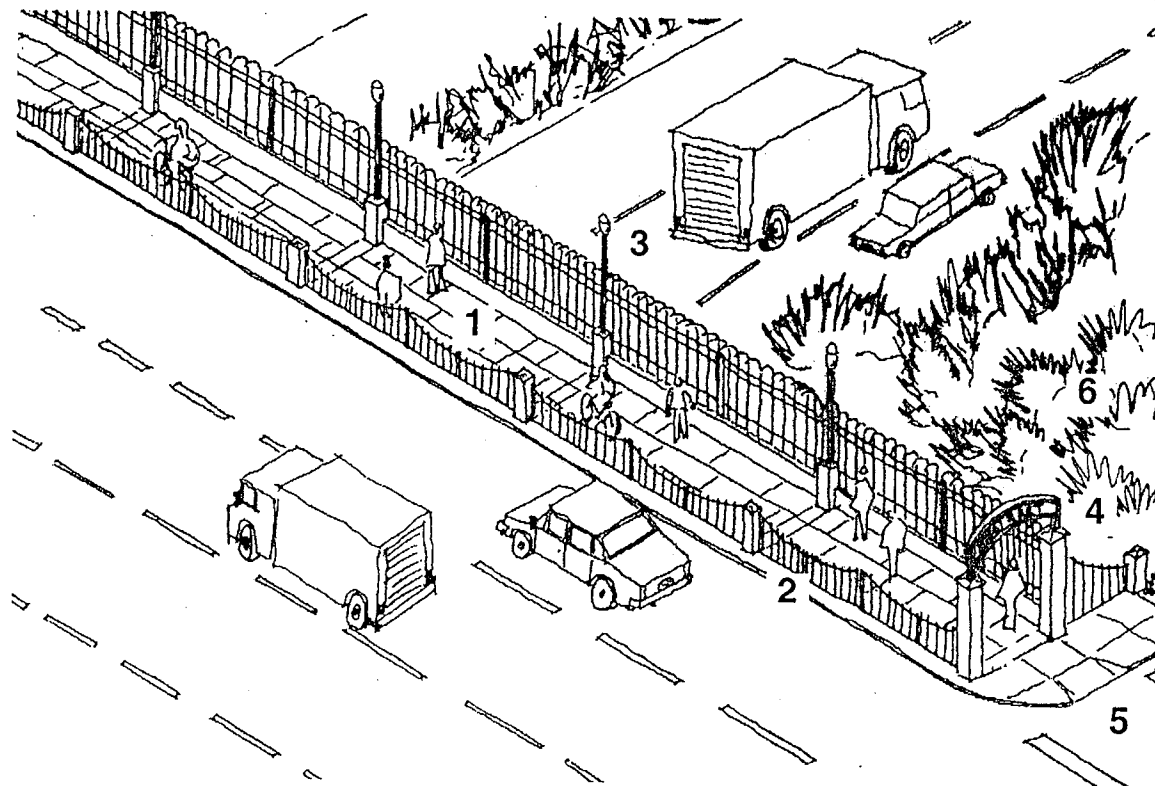
## PROJECT AREA PLAN AND STREETSCAPE PROJECT SPECIFIC LOCATION MAP



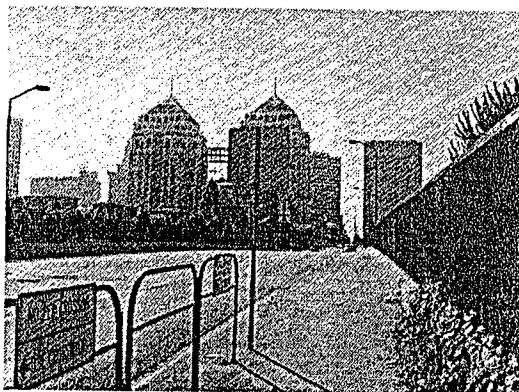
**PROJECT #1: 1-980 / 11th Street & 14th Bridge Pedestrian Improvement****PROJECT DESCRIPTION**

The 11th street and 14th Street Bridge Pedestrian Improvements are developed to better connect the West Oakland Neighborhood to Downtown. The character of the bridges present a gateway to and from the Acorn neighborhood and will also be a beacon from 1980 for passing motorists. The project will enhance the safety and security by providing protection and better lighting for bicyclists and pedestrians. Elements of the project include:

1. New Sidewalk and Accent Paving
2. Decorative Metal Railing and Fencing
3. New Decorative Light Fixtures
4. Gateway Entry Features
5. ADA Ramp and Accent Crosswalk
6. Accent Landscaping

**DESIGN ILLUSTRATION****COST/BUDGET EVALUATION**

New Construction	\$	147,600
Demolition(Allowance)	\$	20,000
Construction Supervision (7%)	\$	10,332
General Contractor (30%)	\$	44,280
Design and Engineering (20%)	\$	29,520
Sub Total	\$	251,732
Contingency (20%)	\$	50,346
<b>Project Total (One Bridge)</b>	<b>\$</b>	<b>302,078</b>
<b>Project Total (Two Bridges)</b>	<b>\$</b>	<b>604,157</b>

**EXISTING CONDITION****PROTOTYPE / EXAMPLE**



## STREETSCAPE IMPROVEMENTS

### PROJECT #2: Pedestrian

#### PROJECT DESCRIPTION

The new pedestrian intersection and a prominent shopping center planned for a future. The Market Street well lit area to await friends or neighbors. covered arcade allows parking area in relative center with an important. Elements of the project

1. Accessible Pedestrian
2. New Intersection
3. New Decorative
4. Gateway Entrance
5. New Bus Enclosure
6. New Pedestrian
7. New Bike Path

#### COST/BUDGET EVALUATION

New Construction  
Demolition (Allowance)  
Construction Supervision  
General Contractor (30%)  
Design and Engineering  
Sub Total  
Contingency (20%)  
**Project 2A Total**

**2 B - Shopping Ctr. Pedestrian**  
(See appendix cost sheet)  
**Total Project**

VAN METER WILLIAMS

## STREETSCAPE IMPROVEMENTS

### PROJECT #3: 8th Street Along Acorn Community

#### PROJECT DESCRIPTION

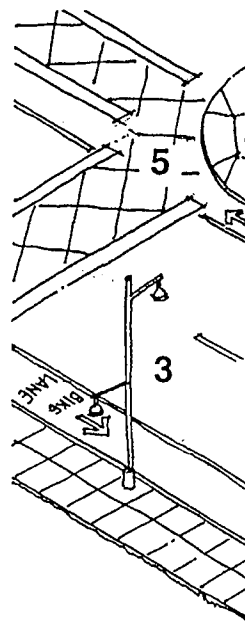
The 8th Street pedestrian streetscape improvements reinforce the community's main walking path linking the Prescott and Acorn neighborhoods with BART, Mandela Parkway and the Acorn Shopping Center. The improvements, which stretch from the Mandela Parkway to Market Street in front of the Acorn Shopping Center, reinforce the ongoing redevelopment of the Acorn Housing Community and the new Bayporte Village housing development. Elements of the project include:

1. New Sidewalk and Accent Paving
2. New Street Trees and Decorative Grates
3. New Decorative Light Fixtures
4. Parking on One Side with Bike Paths
5. ADA Ramp and Accent Crosswalks
6. New Intersection Bulbs and Landscaping
7. Re-striping

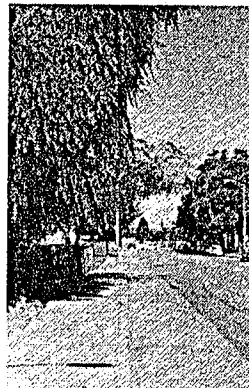
#### COST/BUDGET EVALUATION

New Construction	\$	302,600
Demolition (Allowance)	\$	41,850
Construction Supervision (7%)	\$	24,112
General Contractor (30%)	\$	103,335
Design and Engineering (20%)	\$	70,890
Sub Total	\$	542,787
Contingency (20%)	\$	108,557
<b>Project Total</b>	<b>\$</b>	<b>651,344</b>
<b>Average Cost Per Lin. Ft.</b>	<b>\$</b>	<b>445 / l.f.</b>

#### DESIGN ILLUSTRATION



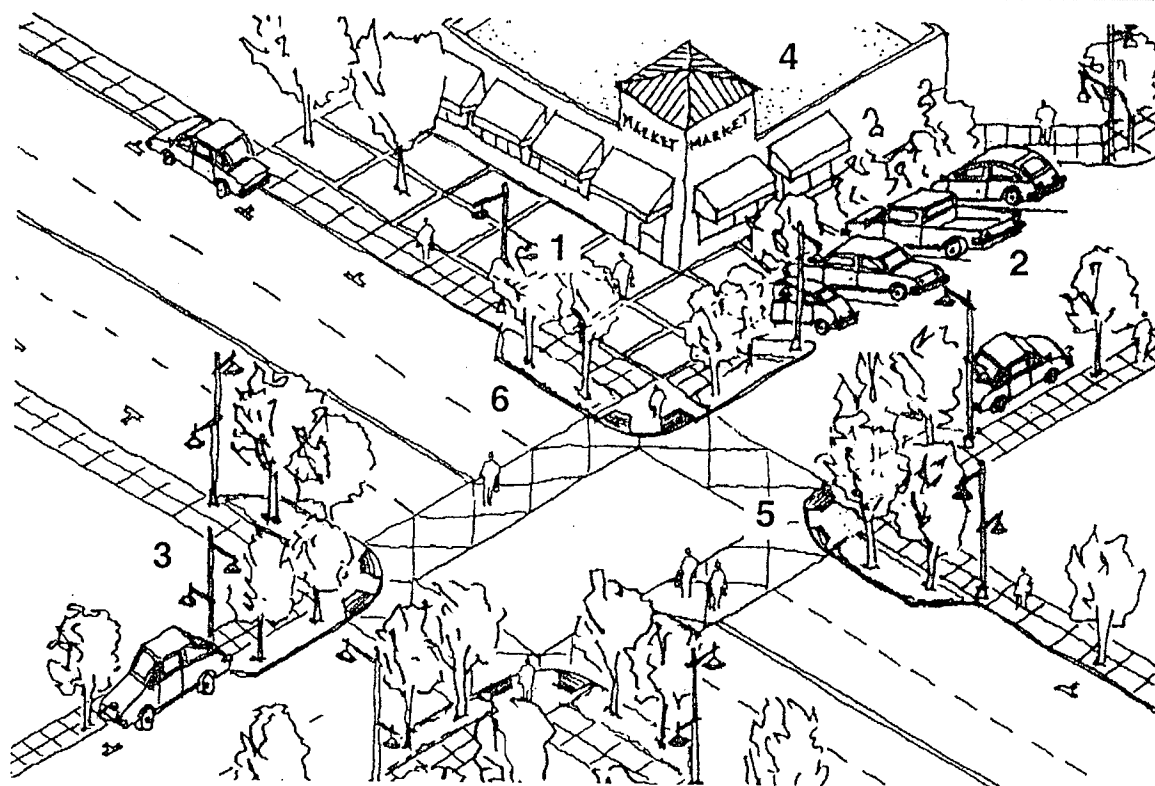
#### EXISTING CONDITIONS



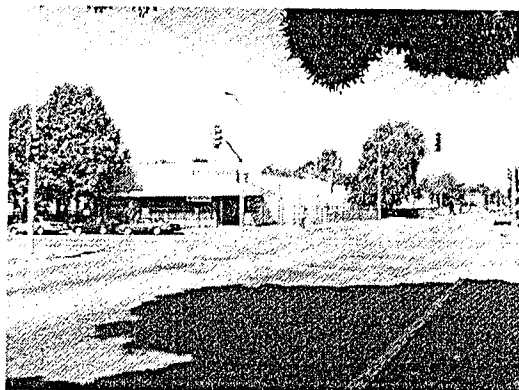
**Project #4: 8th Adeline Street Intersection****PROJECT DESCRIPTION**

The intersection of 8th and Adeline Streets is the heart of the Acorn Community. Pon's Market could be a focus of neighborhood activity and provide a local shop for convenience shopping. Markets such as these reinforce walking and could play a greater role in the community as the Acorn housing is completed and BART's role in the neighborhood becomes more important. Creating convenient parking as well as pedestrian crossings and a small pedestrian plaza will reinforce a revitalized market building. Elements of the project include:

1. New Sidewalk and Plaza Accent Paving
2. New Diagonal Parking
3. New Decorative Light Fixtures
4. Redevelopment of the Po Market Structure
5. ADA Ramps and Accent Crosswalks
6. New Intersection Bulbs and Landscaping

**DESIGN ILLUSTRATION****COST/BUDGET EVALUATION**

New Construction	\$	188,000
Demolition (Allowance)	\$	40,000
Construction Supervision (7%)	\$	15,960
General Contractor (30%)	\$	68,400
Design and Engineering (20%)	\$	45,600
Sub Total	\$	357,960
Contingency (20%)	\$	71,592
<b>Project 4A Total</b>	<b>\$</b>	<b>429,552</b>
 4B - Building Renovation (allowance)	 \$	 200,000
<b>Total Project Improvements (4A &amp; 4B)</b>	<b>\$</b>	<b>629,552</b>

**EXISTING CONDITION****PROTOTYPE / EXAMPLE**

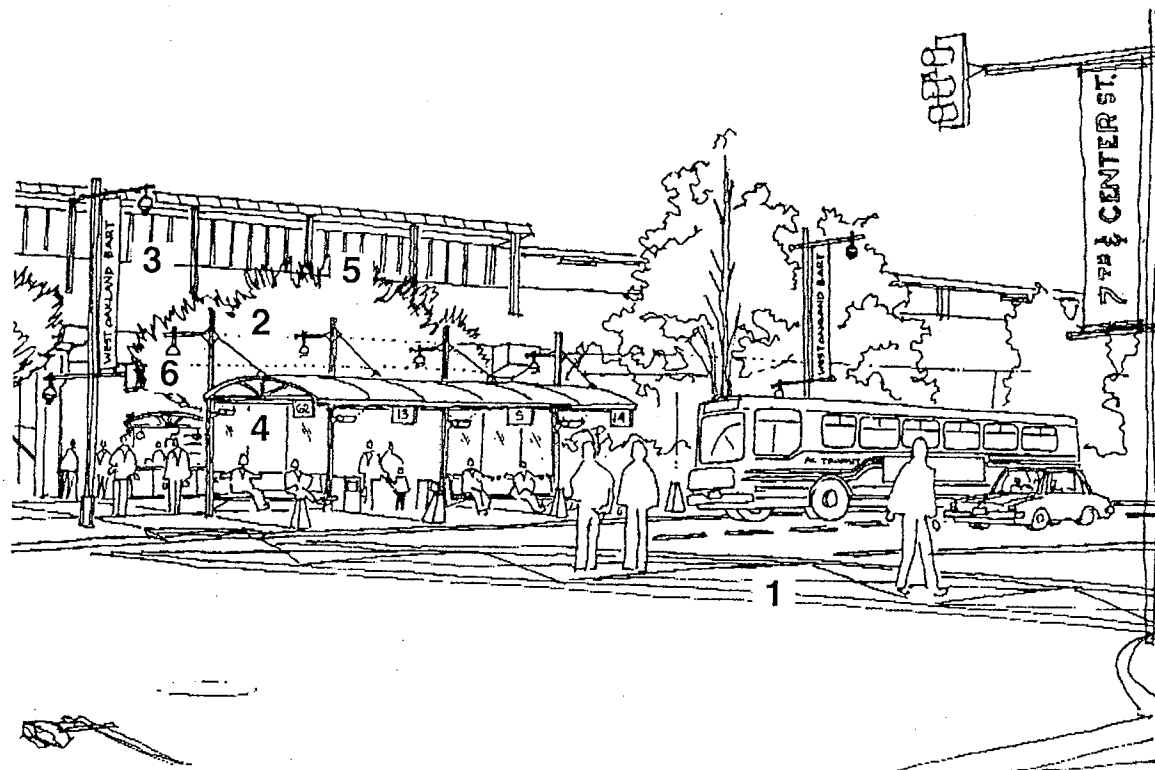
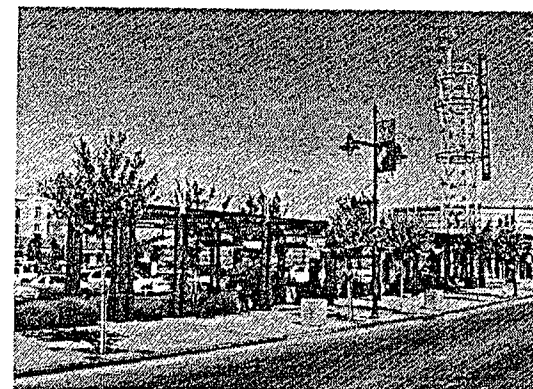
**PROJECT #5: Bart / AC Transit Multi-Modal Center Plaza and Structure****PROJECT DESCRIPTION**

The AC Transit transfer location at the West Oakland BART Station lacks the needed amenities to provide a quality multi-modal facility. The West Oakland BART Station consistently has from six to twelve passengers waiting for a bus connection. These are both residents who walk to this active center, bus transfers and BART patrons. The new transit plaza will provide lighting for safety, a weather cover, a new vendor kiosk and banner signage and accent landscaping to make the new transit plaza and shelter reflect the importance it has in the community and to BART and AC Transit. Elements of the project include:

1. New Accent Paving
2. New Transit Shelter
3. New Decorative Light Fixtures
4. New Bench Seats
5. New Landscaping
6. Optional New Kiosk

**COST/BUDGET EVALUATION**

New Construction	\$	377,000
Demolition (Allowance)	\$	30,000
Construction Supervision (7%)	\$	28,500
General Contractor (30%)	\$	130,650
Design and Engineering (20%)	\$	113,230
Sub Total	\$	679,380
Contingency (20%)	\$	135,870
<b>Project Total</b>	<b>\$</b>	<b>815,250</b>

**DESIGN ILLUSTRATION****EXISTING CONDITION****PROTOTYPE / EXAMPLE**

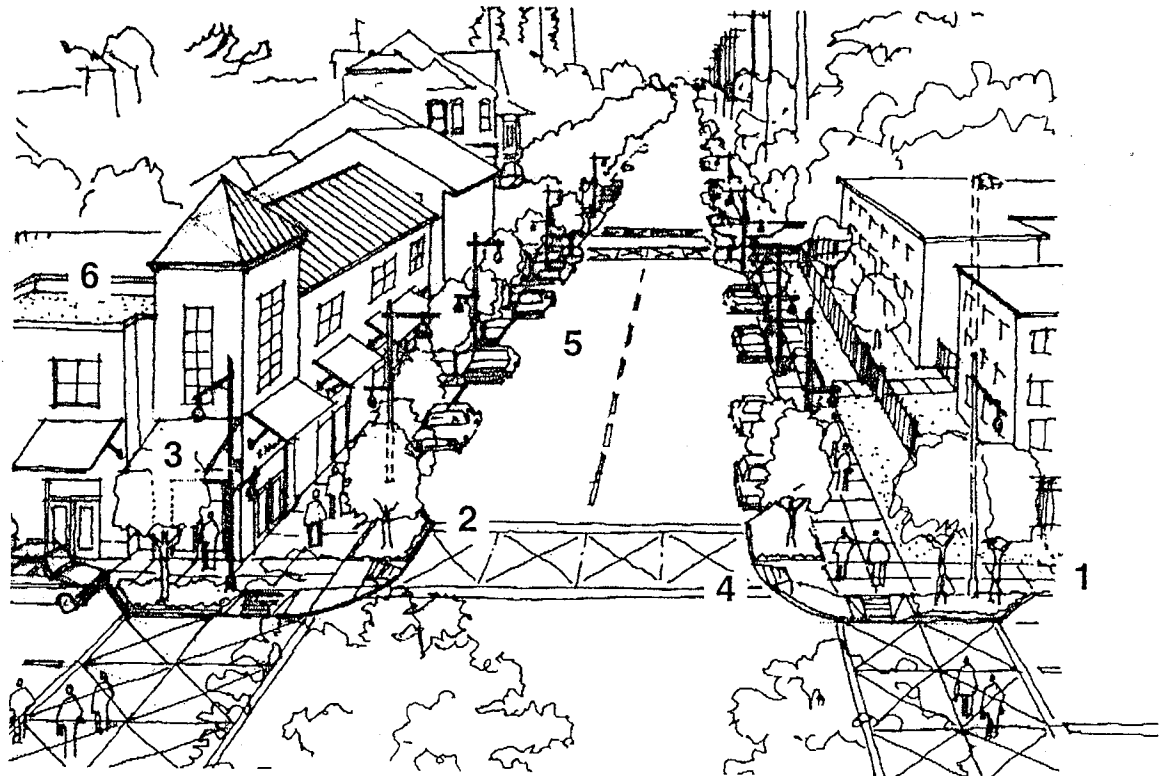
**PROJECT #6: 7th / Center Street Pedestrian Improvements****PROJECT DESCRIPTION**

The Center Street Pedestrian Improvements are essential for the connection between BART and the Acorn and Prescott Neighborhoods. The crossing of 7th Street is a formidable obstacle for residents who desire to use BART or the AC Transit transfer facility. The project will connect to the 8th Street pedestrian improvements and makes a strong connection to BART. Critical to the success of the BART Station as a community amenity is a stronger image with a safer and more pleasant and convenient walk to the station. Lighting and redevelopment of adjacent properties are essential to the success of the area. Elements of the project include:

1. New Sidewalk and Accent Paving
2. New Intersection Bulbs and Landscaping
3. New Light Fixtures and Street Trees
4. ADA Ramp and Accent Crosswalks
5. New Striping and On-Street Parking
6. New Commercial / Mixed-Use Development

**COST/BUDGET EVALUATION**

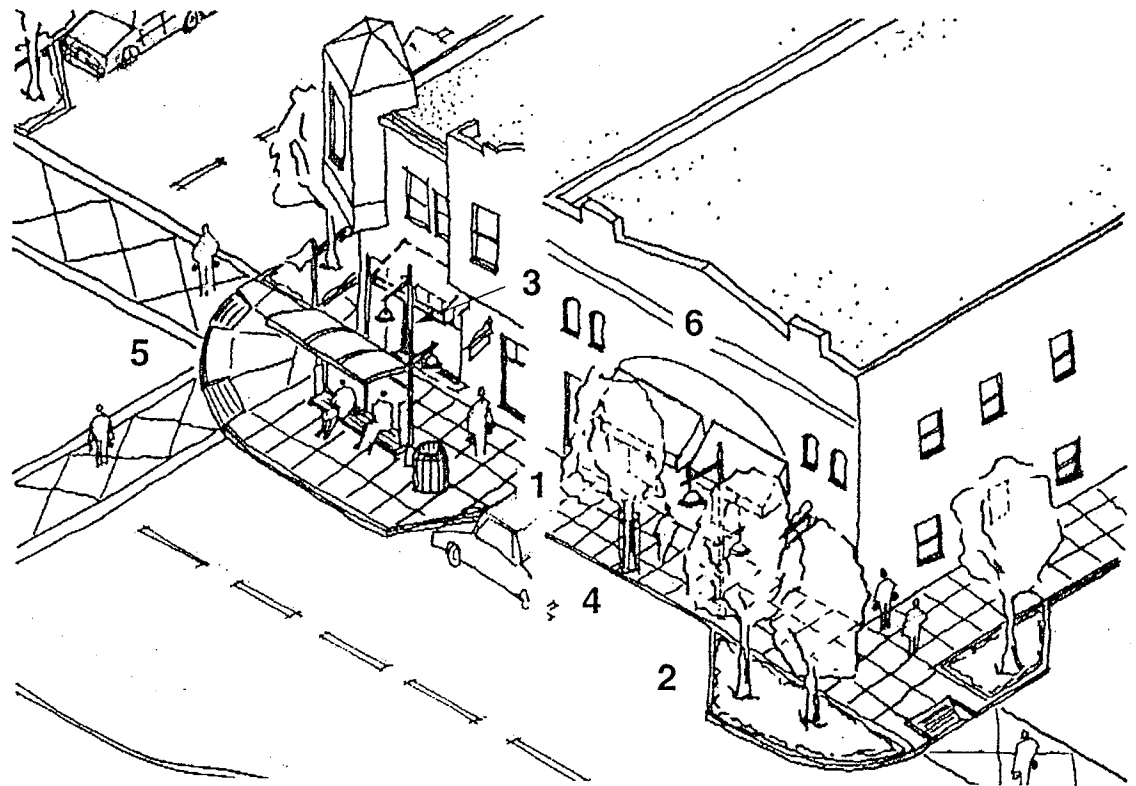
New Construction	\$	135,500
Demolition (Allowance)	\$	8,800
Construction Supervision (7%)	\$	10,030
General Contractor (30%)	\$	42,990
<u>Design and Engineering (20%)</u>	<u>\$</u>	<u>28,660</u>
Sub Total	\$	224,980
Contingency (20%)	\$	44,996
<b>Project Total</b>	<b>\$</b>	<b>269,976</b>

**DESIGN ILLUSTRATION****EXISTING CONDITION****PROTOTYPE / EXAMPLE**

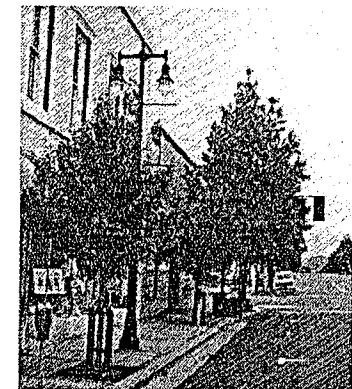
**PROJECT #7: 7th Street Neighborhood Commercial Main Street Improvements.****PROJECT DESCRIPTION**

The 7th Street commercial corridor is the historic shopping street for the West Oakland community. The City and the community have targeted 7th Street for future revitalization. Reconstruction of the streetscape will support pedestrian activity along the shopping street and provide a character currently lacking at the northern entry into the community. Streetscape reconstruction could occur as a catalyst for redevelopment or in conjunction with projects as they occur. Elements of the project include:

1. New Sidewalk and Accent Paving
2. New Intersection Bulbs and Landscaping
3. New Decorative Light Fixtures and Banners
4. New Street Trees and Metal Grates
5. ADA Ramp and Accent Crosswalk
6. Facade Improvement Program or New Mixed-Use Developments

**DESIGN ILLUSTRATION****COST/BUDGET EVALUATION**

New Construction	\$	549,200
Demolition (Allowance)	\$	65,200
Construction Supervision (7%)	\$	43,008
General Contractor (30%)	\$	184,320
Design and Engineering (20%)	\$	122,880
Sub Total	\$	964,608
Contingency (20%)	\$	192,922
<b>Project Total per Bridge</b>	<b>\$</b>	<b>1,157,530</b>
 Ave., Cost / 400 l.f. Block	 \$	 165,360
Ave., Cost / 600 l.f. Block	\$	248,042

**EXISTING CONDITION****PROTOTYPE / EXAMPLE**

**PROJECT #8: Bike Path Extension from JACK LONDON SQUARE to Mandela Parkway.**

## PROJECT DESCRIPTION

The Bike Lane extensions from Market Street and the Mandela Parkway (the Bay Trail) to Jack London Square are important connections in the Oakland Bikeway Master Plan. The final routing, either on Second or Third Street, is yet to be determined depending on future development projects. The bike lane project may be undertaken as a separate project using existing streets or it may be incorporated into a larger streetscape extension or improvement project. Elements of this project have been limited to the bike lane extension and include:

## 1. Painted Bike Lanes and Bikeway Signage

Other elements of the streetscape not included in the project or cost evaluation include:

**2. New Sidewalk (N/A)**

**3. New Decorative Light Fixtures (N/A)**

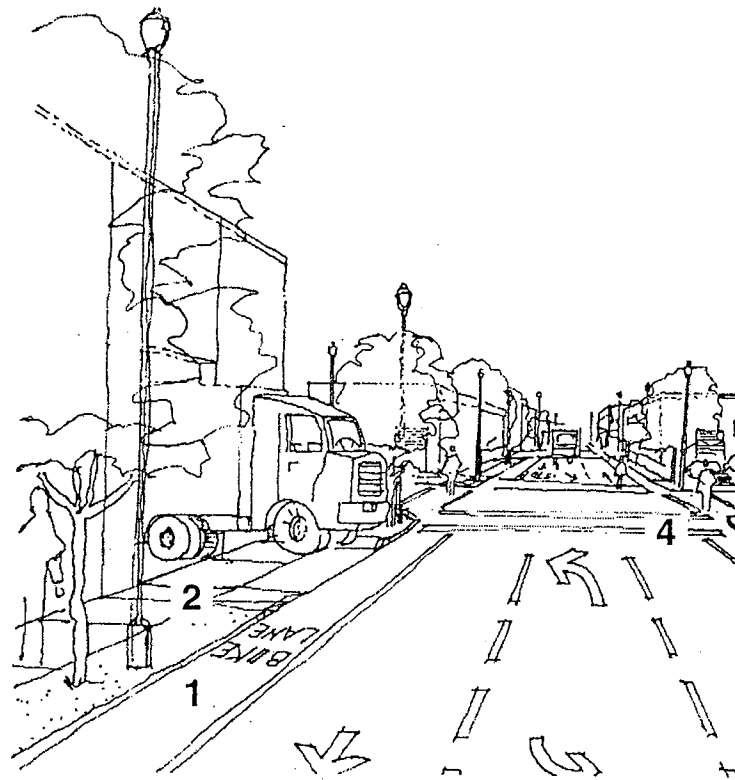
**4. ADA Ramp and Painted Crosswalk (N/A)**

## 5. Repaving and Striping of Street

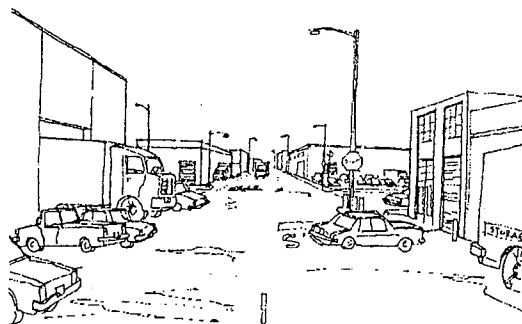
## COST/BUDGET EVALUATION

New Construction	\$	90,000
Demolition (Allowance)	\$	0
Construction Supervision (7%)	\$	6,300
General Contractor (30%)	\$	28,890
<u>Design and Engineering (20%)</u>	<u>\$</u>	<u>25,038</u>
Sub Total	\$	150,228
Contingency (20%)	\$	30,045
<b>Project Total (Bike Lanes Only)</b>	<b>\$</b>	<b>180,273</b>

## DESIGN ILLUSTRATION



## EXISTING CONDITION



# PROTOT





**PROJECT #9: 8th Street Residential Intersection at Peralta, Similar to Other Intersections****PROJECT DESCRIPTION**

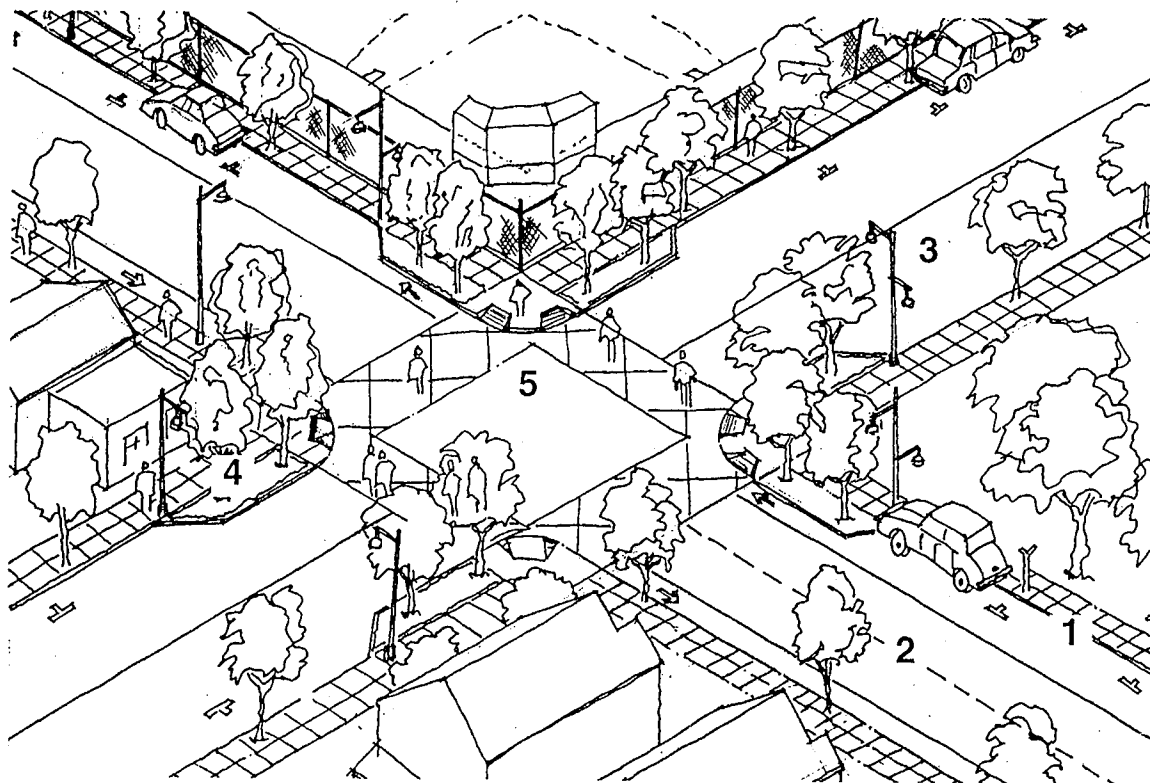
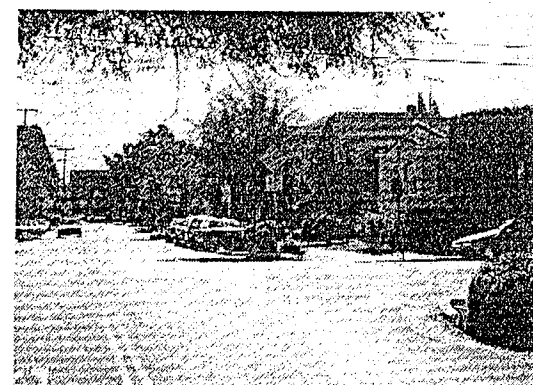
The Peralta and 8th Street intersection is a critical pedestrian crossing. Peralta Street is an important North-South street through West Oakland. Additional safety measures adjacent to the school will assist in pedestrian access for the children. The project provides a much needed pedestrian enhancement in association with the entire 8th Street improvements. Elements of the project include:

1. **New Sidewalk and Accent Paving**
2. **New Street Trees**
3. **New Decorative Light Fixtures**
4. **New Intersection Bulbs and Landscaping**
5. **ADA Ramp and Accent Crosswalk**

**Note:** Other important intersections in the community include: 8th and Chester Street and 8th and Willow Street. Peralta and 10th Street is also an important pedestrian crossing which is in need of safety improvements. Also intersections at Union and Adeline Streets at 10th Street, which are important school crossings as well as being along along routes and at a train crossing which requires more safety measures.

**COST/BUDGET EVALUATION**

New Construction	\$	187,000
Demolition (Allowance)	\$	40,000
Construction Supervision (7%)	\$	15,890
General Contractor (30%)	\$	68,100
<u>Design and Engineering (20%)</u>	<u>\$</u>	<u>62,198</u>
Sub Total	\$	373,188
Contingency (20%)	\$	74,637
<b>Project Total per Bridge</b>	<b>\$</b>	<b>447,825</b>

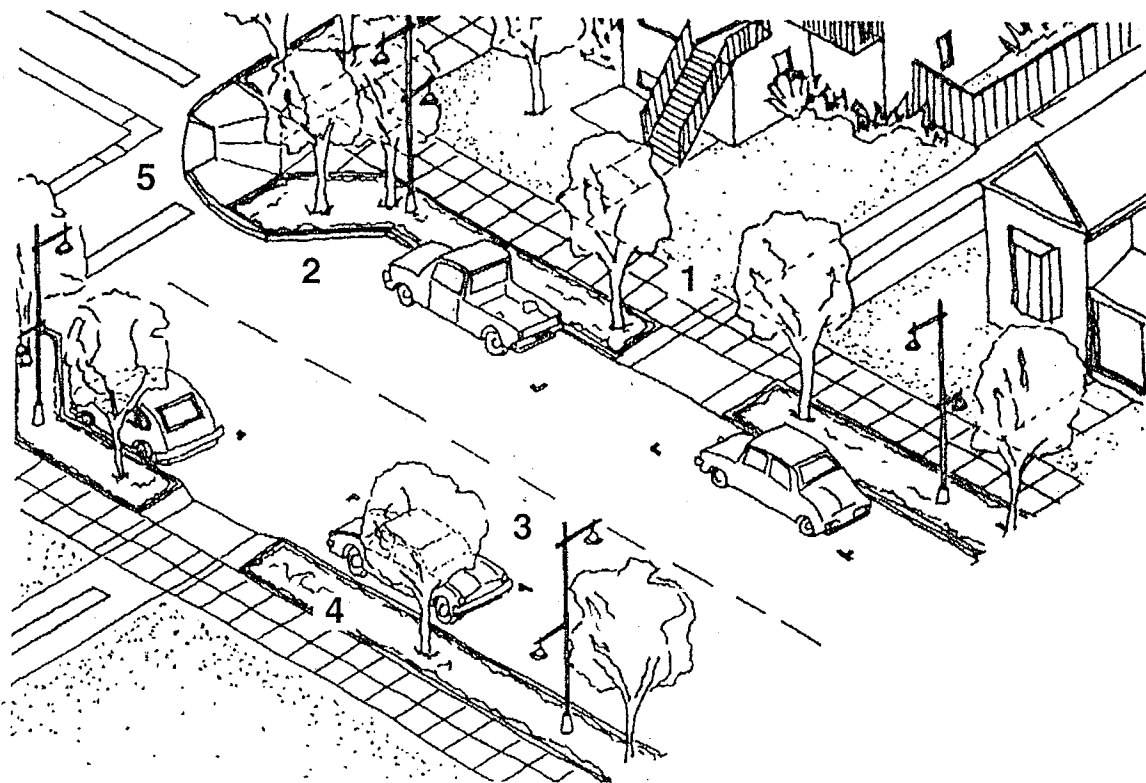
**DESIGN ILLUSTRATION****EXISTING CONDITION****PROTOTYPE / EXAMPLE**



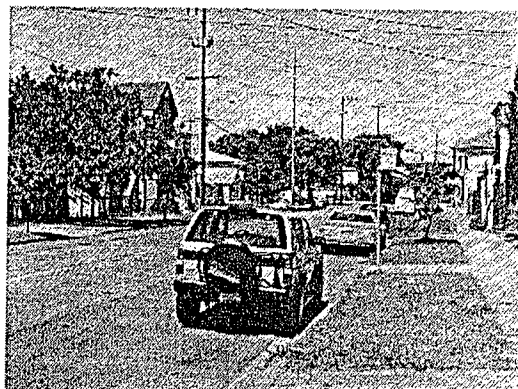
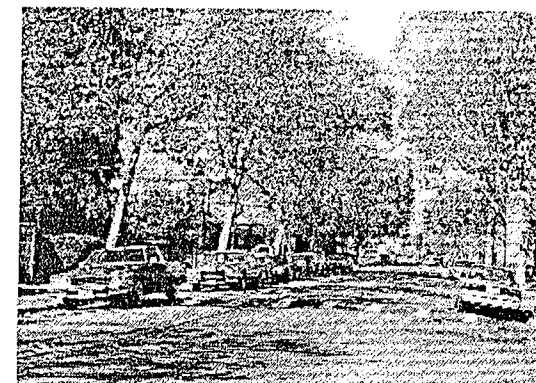
**PROJECT #10: 8th Street Prescott Neighborhood Streetscape Improvements****PROJECT DESCRIPTION**

The Eighth Street pedestrian streetscape improvements North of Mandela Parkway provide the Prescott neighborhood with a strong connection to BART, Mandela Parkway and the Acorn neighborhood. The existing "tree lawns" provide the potential for strong street trees, street lighting and paving. As with the Acorn portion of 8th Street, strong consideration for two way traffic and bike lanes connecting to Mandela Parkway, Acorn Shopping Center and beyond is recommended. Elements of the project include:

1. New Sidewalk and Accent Paving
2. New Intersection Bulbs and Landscaping
3. New Decorative Light Fixtures
4. Tree Lawn and Ground Cover
5. ADA Ramp and Crosswalk

**DESIGN ILLUSTRATION****COST/BUDGET EVALUATION**

New Construction	\$	824,000
Demolition	\$	63,775
Construction Supervision (7%)	\$	62,145
General Contractor (30%)	\$	266,332
Design and Engineering (20%)	\$	243,250
<b>Sub Total</b>	<b>\$</b>	<b>1,459,502</b>
Contingency (20%)	\$	291,900
<b>Project Total</b>	<b>\$</b>	<b>1,751,400</b>
<b>Ave.. Cost per L.F.</b>	<b>\$</b>	<b>800 /l.f.</b>

**EXISTING CONDITION****PROTOTYPE / EXAMPLE**

**PROJECT #11: Bus Stops and Shuttle Stop Designs****PROJECT DESCRIPTION**

The City of Oakland has made a policy not to provide bus shelters due to maintenance cost and advertising control. Yet, selective shelters could play an important role in the community. Shelters near major housing communities and public buildings should be provided by the developments to support transit riders and extend their presence to the street. Shelters should be individually designed to integrate into the development or provide double duty as entry gates etc. A major stop along the 7th Street commercial area would give riders a primary destination as would a shelter at the Acorn Shopping Center and possibly 8th and Adeline Streets. Elements of the project include:

1. A Structure providing Rain & Sun Protection
2. Internal Lighting and Street Light
3. Seating and Trash Container and newsstand
4. Signage for the Drivers and Pedestrians
5. Awning and Seat along Building

**COST/BUDGET EVALUATION**

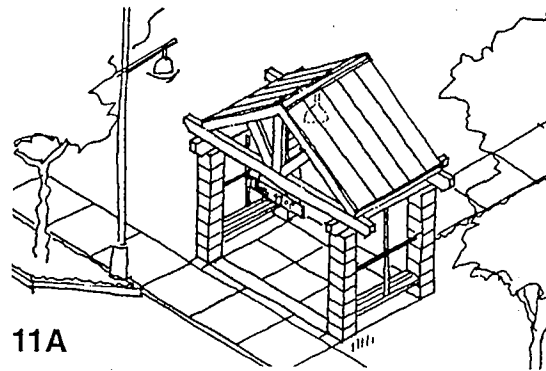
Project #11A: CMU & Wood Frame - \$18,000-\$25,000

Project 11B: Steel Frame & Kal Wall- \$25,000-\$35,000

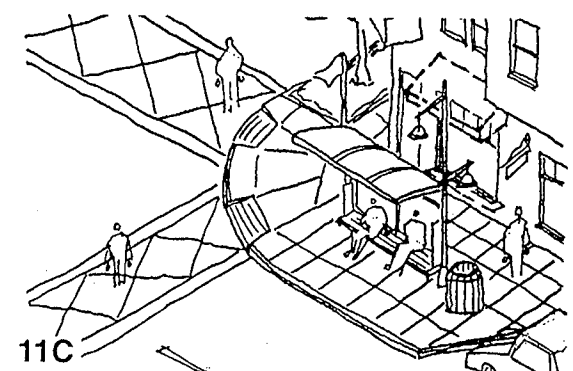
Project #11C: Steel Frame & Kal Wall- \$30,000-\$40,000  
( At Commercial Street)

Project #11D: Awning / Bench & Sign - \$ 5,000  
( At Commercial Street)

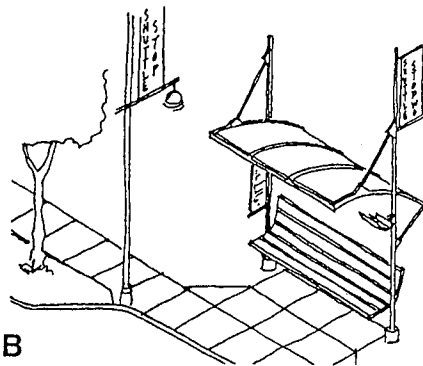
Note: Project cost include design services

**DESIGN ILLUSTRATION**

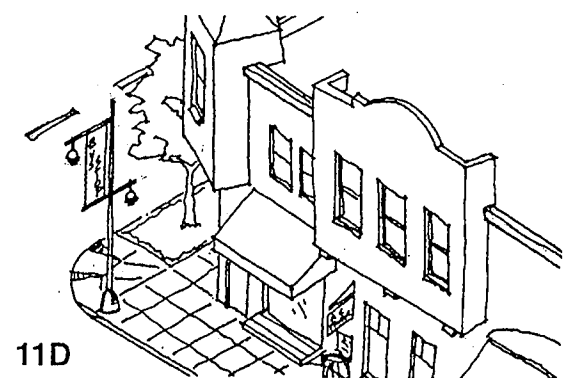
11A



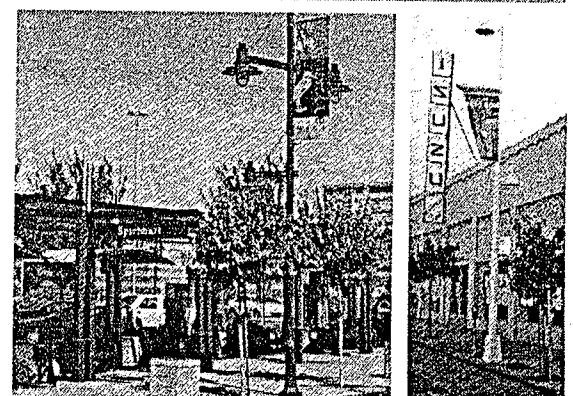
11C



11B



11D

**EXISTING CONDITION****PROTOTYPE / EXAMPLE**

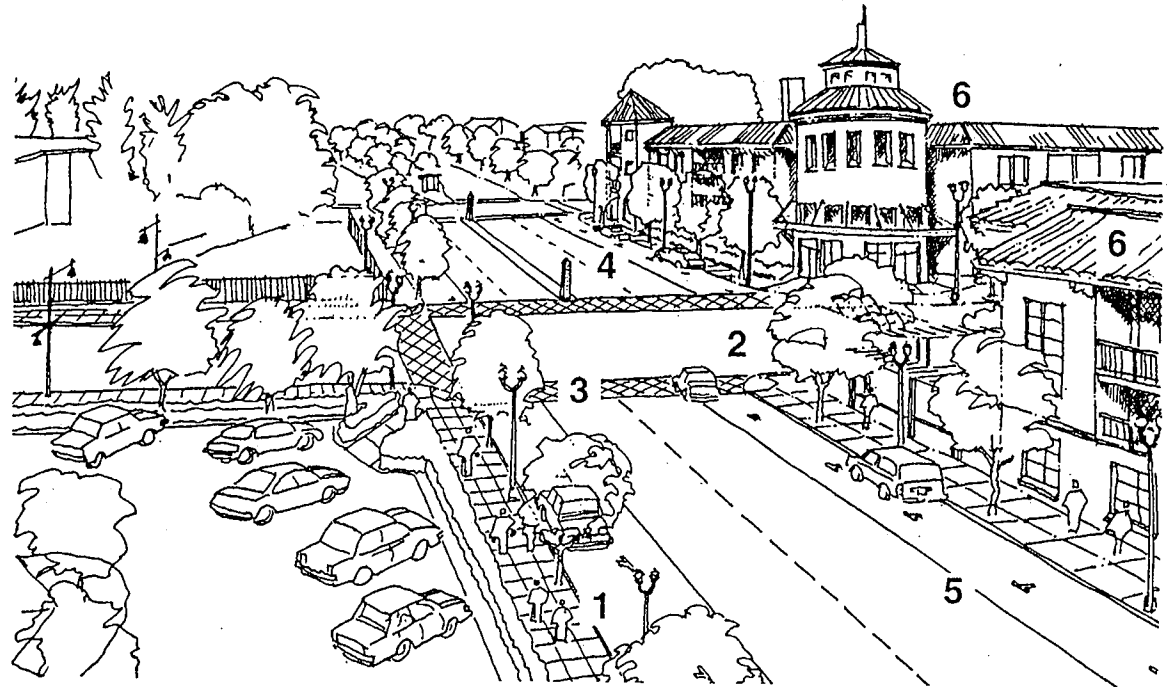
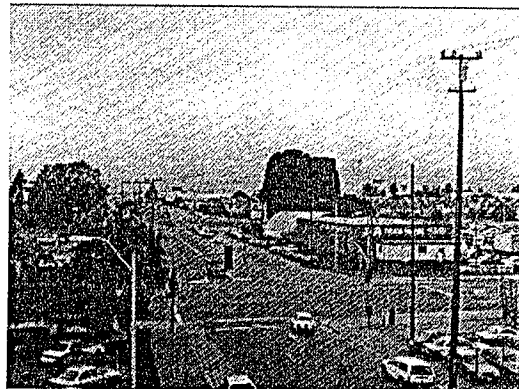
**PROJECT #12: 7th Street and Mandela Parkway Intersection / 3rd Street Extension****PROJECT DESCRIPTION**

The intersection of 7th street and Mandela Parkway will highlight the planned landscape corridor along Mandela Parkway, the largest open space project within West Oakland. This intersection is an important link in the connection of the Acorn Neighborhood to the West Oakland BART Station. The pedestrian nature of this intersection will change greatly as development of surrounding vacant parking areas realize their potential for mixed use commercial and residential development as illustrated. The intersection will play a key role in connecting bike-ways along the Bay Trail and the eventual extension of 3rd Street, making a strong connection to the Jack London Square commercial area. Elements include:

1. New Sidewalk and Accent Paving
2. ADA Ramp and Accent Crosswalk
3. Decorative Light Fixtures & Street Trees
4. Gateway Entry Kiosks
5. New Bikeway connection to Third St. and Future Mixed Use Developments

**COST/BUDGET EVALUATION**

New Construction	\$	316,400
Demolition	\$	9,200
Construction Supervision (7%)	\$	22,800
General Contractor (30%)	\$	97,680
Design and Engineering (20%)	\$	89,216
Sub Total	\$	535,296
Contingency (20%)	\$	107,059
<b>Project Total</b>	<b>\$</b>	<b>642,355</b>

**DESIGN ILLUSTRATION****EXISTING CONDITION****PROTOTYPE / EXAMPLE**

**PROJECT COORDINATION****Project Coordination and Prioritization**

The streetscape improvement projects represent key catalyst projects within an overall neighborhood transportation plan. They will make a significant improvement to transit accessibility within the Acorn / Prescott neighborhoods. They are designed and costed as individual projects to make the funding potential greater and to allow individual agencies, departments, organizations or community groups to support or solicit funding of an individual project at a variety of cost levels from individual bus shelters to enhancement of the entire Eighth Street corridor. The prioritization of individual projects, by the community, will assist the City of Oakland in determining which projects they may wish to support or champion as the agency applying for funding or to potentially fund the project itself.

Although they are described as individual projects they may also be grouped as particular projects work well together in terms of infrastructure improvements or they be viewed favorably together by potential funding sources.

Those projects which work well together based on their proximity or streetscape consistency include:

Projects #2, 3 and 4: the Eighth and Market Street intersection, the Eighth and Adeline Street Intersections and the Eighth Street corridor improvements, each focus on Eighth Street within the Acorn neighborhood. They could be considered as one streetscape improvement project if the total funding was available. This group of projects would make the greatest single neighborhood improvement within the study area.

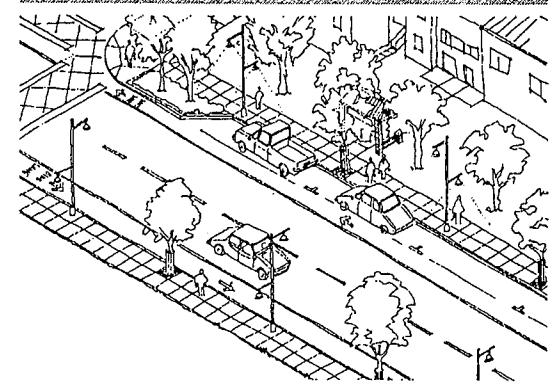
Projects #5, 6 and 12, the BART AC Transit Center,

the Center Street and 7th Street improvements and the 7th Street and Mandela Parkway intersection would greatly enhance the neighborhood's connection to the West Oakland BART Station. Projects 5 and 6 in particular share many common elements and should be pursued together. They were separated because of the individual funding opportunities which may be presented for the Transit Center including funding by BART and AC Transit. Similarly, Projects #9, and 10 focus on the Eighth Street corridor within the Prescott neighborhood including the important Peralta Street intersection.

The other projects including Project #1; the 11th and 14th Street bridge pedestrian improvements; Project #7, the 7th Street Revitalization; Project #8 the Bike path to Jack London Square and the miscellaneous transit shelters noted in Project #11, each play an important role in supporting pedestrians and transit access. Each is an individual project which development organizations, merchant organizations or City departments may pursue. These projects may have a greater impact on pedestrian accessibility within their own area than on the neighborhood as a whole.

The community has summarized their priority of the streetscape projects within community meetings. The projects are grouped in terms of general priority in the table on this page. The City and other organizations may have other priorities which are based on funding opportunities, site control, impact on their operations or coordination with other improvements.

Whether thought of as an individual project or as an aggregated whole the streetscape improvements will work together to enhance transit accessibility within the Acorn and Prescott neighborhoods.

**8TH ST. IMPROVEMENTS****COMMUNITY PROJECT PRIORITY****Highest Priority**

- Project #3: 8th Street Improvements
- Project #9: 8th & Peralta St. Intersection
- Project #2: Market Street / Acorn Pedestrian Crossing
- Project #4: 8th & Adeline St. Intersection
- Project #A: Street Improvements to Peralta Street sim. to 8th St.
- Project 12: 7th Street and Mandela Pkwy.

**Medium Priority**

- Project #1: 11th & 14th Street Bridge
- Project #5: BART / AC Transit Center
- Project #6: Center Street Improvements
- Project #7: 7th St. Comm'l. Improvements
- Project #10: 8th St. North Improvements

**Lowest Priority**

- Project #8: 3rd Street Bike Lanes
- Project #11: Bus Stop Shelters
- Project B: 10th or 12th Street Improvements sim. to 8th St.

**PROJECT FUNDING****Project Funding:**

The opportunity to implement several recommendations requires the mobilization of funding. Several potential funding sources for the types of streetscape projects listed here will require both neighborhood and agency support for these funds to be acquired.

The funding sources in this section are sorted according to federal, state and local origins. The procedures by which funds come to a project may involve two or all three of these types of government entities.

The direction of federal programs was most recently established with the passage of the Transportation Equity Act for the 21st Century (TEA-21). The federal TEA-21 appropriation is combined with state revenues and distributed by the California Transportation Commission (CTC) through the State Transportation Improvement Program (STIP) and the Metropolitan Transportation Commission (MTC) through its Transportation Improvement Program (TIP).

A similar national discretionary program called Federal Transportation and Community and System Preservation Pilot Program is administered by the Federal Highway Administration.

Funding for pedestrian, bicycle, and other community-oriented transportation projects are available through such programs as:

MTC's Transportation for Livable Communities program: Capital and planning grants are available to local jurisdictions, community organizations and transportation providers for transportation-related improvements such as streetscape projects and

transit/pedestrian-oriented developments. This year \$9 million is available in capital funding for grants that range between \$150,000 and \$2,000,000. Planning grants are available in the range of \$5,000 to \$50,000.

County Enhancements Programs: Over the next several months, each county congestion management agency in the San Francisco Bay Area will be issuing a call for projects for funding through the federal Transportation Enhancement Program.

Transportation Development Act (TDA) Article 3 (for bicycle projects): Through MTC, funds are available each year for bicycle and pedestrian projects designated in a county-wide plan.

Surface Transportation Program (STP)/ Congestion Mitigation and Air Quality (CMAQ) Improvement Program: MTC administers this program. Priority projects which improve mobility and mode choice in established corridors are eligible for 25% System Improvement funds. Bicycle and pedestrian elements can be included in the 75% Rehabilitation program, if they are equal to or less than 20% of the total project cost for overlay or other street or transit rehabilitation project.

Regional Transportation Improvement Program (RTIP): The RTIP traditionally has focused on larger projects such as highway widenings and transitline extensions. However, rehabilitation is now explicitly eligible. Bicycle and pedestrian projects are eligible for RTIP funding, though the RTIP has not been the traditional source for these projects. MTC administers this program.

**PROJECT FUNDING**

State Enhancements Programs, Environmental Enhancements and Mitigation (EEM) and Conservation Lands program: For the State (as opposed to the regional programs), \$91 million in Enhancements funding is available over the next six years. About \$40 million is programmed directly to Caltrans for enhancements to State Highway Operations and Protection Program (SHOPP) or State Transportation Improvement Program (STIP) projects. Caltrans will prepare and circulate a process to be used to program these funds. About \$11 million has been programmed to Conservation Lands projects already. The remaining \$40 million will be programmed to a combination of EEM program (\$20-\$30 million) and Caltrans Local Assistance and Rural Planning. The California Transportation Commission and Resources agency will adapt the existing EEM program guidance for the future EEM programming.

State Bicycle Transportation Account: Caltrans administers this statewide discretionary program. Eligible projects include bicycle paths, lane or route construction and maintenance, lockers, racks on transit vehicles, planning, and safety education. . Transportation for Clean Air Fund (TFCA)\_ The Bay Area Air Quality Management District administers this program. Eligible activities include, but are not limited to, ridesharing, clean fuel buses, traffic management, and rail/bus integration projects.

Petroleum Violation Escrow Account (PVEA) program: These funds, which are distributed across the state, are intended for one-time expenses associated with designing useful projects that reduce congestion and improve air quality. These projects are typically one-time funding opportunities.

Traffic Engineering Technical Assistance Program (TETAP). This program allows for grants of up to

\$10,000 for special assistance on designing local projects. Projects which involve traffic engineering such as intersection modifications are typical projects which would fall under this category.

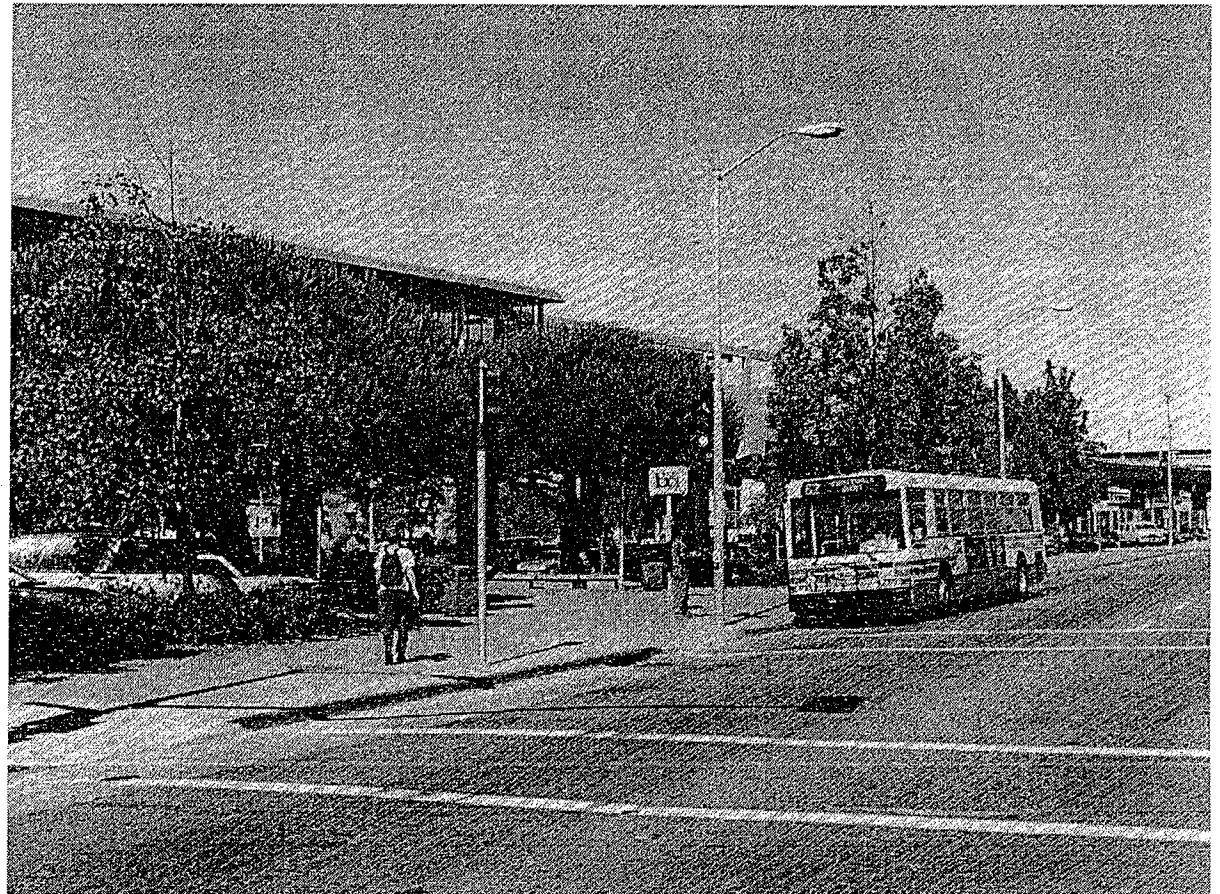
Empowerment Zone/Enterprise Community Initiative: Funds are available through the City of Oakland for the study area because it is included as a federal empowerment zone. These funds should be used to improve the economic vitality of a neighborhood.

Bicycle Funds: The City of Oakland has been awarded funds to develop a more comprehensive bicycle strategy for the city. One area where immediate funds are available is in the installation of bicycle racks in commercial areas. Another funding area is associated with a comprehensive bicycle lane network, including a linkage to the Bay Trail.

Traffic Calming Funding: The City of Oakland has funded traffic calming programs partly through state gas tax monies. Most of these projects would be considered traffic calming measures.



#### 4.0 TRANSIT SERVICE IMPROVEMENTS



## 4.0 TRANSIT SERVICE IMPROVEMENTS

One goal of the Acorn-Prescott Neighborhood Transportation Plan is to provide the community and the City of Oakland with an overall transit access improvement strategy. This strategy is intended to better connect the Acorn and Prescott neighborhoods, provide improved transit access, and make the transit service safer and more convenient. The specific recommendations have been developed to address the identified transit-related needs. The focus is on incremental improvements to the existing transit service.

The transit service improvements described in this report were developed through a variety of methods. Discussions have been held with members of the community to seek input about transit issues and deficiencies. Conversations were also held with AC Transit staff to obtain their viewpoints on implementing various transit strategies and addressing their financial constraints. (It is important to note that the recommendations included in this report are not endorsed by AC Transit, but could be used by the community to communicate their desires to AC Transit as one way to effect change.)

The recommendations in this report are sensitive to the transportation deficiencies in the Acorn-Prescott neighborhood as well as the financial constraints facing today's transit operators. The crux of the financing issues surrounds the gradual elimination of Federal operating assistance to transit operators, creating painful service cutbacks and deterioration in maintenance of equipment. The lack of a local replacement funding source creates difficult choices by transit systems operators.

These recommendations are divided into near-term and longer-term strategies. This division allows for improvements that are not affected by cost to be provided in the near-term. Projects that involve additional operating funds are called out for longer-term implementation.

## Relationship to Needs Assessment

In the Needs Assessment Memorandum prepared for this project, a number of needs were identified that specifically relate to transit service to and within the study area. The transit service improvements recommended here have been designed to address most, if not all, of these needs. For reference purposes, a summary of the transit service needs identified is provided in Table 4-1.

**Table 4-1**  
**Transit Issues**  
**Acorn-Prescott Neighborhood Transportation Plan**

Identified Needs	Community Meetings	Reports/ Census Data	Field Observations
Access to Transit for Seniors	X		
Door-to-Door Service	X		
Evening/Owl Service	X	X	X
Weekend Service	X	X	X
Service to Key Work Destinations	X		X
Service to Key Shopping Destinations	X		X
Service to Highland Hospital	X		
Access to West Oakland Senior Center	X		X
Schedule Adherence	X		
Kids on the Bus	X		X
Security at Transit Stops	X	X	X
Neighborhood Identification	X	X	
Noise from BART Trains	X		X

Source: DKS Associates



## 4.1 TRANSIT DEFICIENCIES

A number of potential transit deficiencies that affect the Acorn-Prescott community have been identified. This chapter provides a comprehensive list of the transit service deficiencies and issues that should be addressed in recommended study strategies.

### Importance of Periodic Adjustments of AC Transit Routing

While trip patterns in the study area are generally similar, several land use changes have been made in recent years that have changed the preferred destinations of some riders. Within West Oakland, the closure of the Amtrak Station on Wood Street has reduced the need to provide service to it. Residential development at Acorn and other sites have been improved through re-investment, so that residents are moving back into the area.

Most significantly, many nearby destinations have experienced major land use changes that affect preferred destinations for Acorn-Prescott residents. One important change has been the new retail developments located along San Pablo Avenue and 40<sup>th</sup> Street in Oakland and Emeryville. Another is the increase in development in the Jack London Square area. Large numbers of new jobs have been added by employers near Oakland Airport (Federal Express and United Parcel Service), and additional new jobs are projected in Downtown Oakland, the site of the former Alameda Naval Air Station, and the former Oakland Army Base.

Generally speaking, AC Transit weekday service is easily available on several neighborhood streets. Many popular destinations are well-served including Downtown Oakland and Highland Hospital. Still, direct service to new destinations will improve both AC Transit ridership as well as regional accessibility. As new destinations are developed and identified, ways to connect them with Acorn-Prescott residents should be considered.

Transit services can only be effective if they are periodically readjusted to meet changing trip patterns of residents. Even if land uses in a community remain constant, trip patterns change. AC Transit staff and neighborhood residents should continue to work together to identify the most appropriate way to adjust route structures and schedules to meet changing travel patterns in the study area. This report provides a strong foundation to energize this discussion. Given the financial constraints of AC Transit, service changes may not always be able to be made as service additions; changes that involve a constant number of service hours are more feasible to pursue.

Several recurring deficiencies and issues surrounding transit service have been identified in discussions with the community representatives to date. These deficiencies are assessed by topic area in this chapter.

#### *Need for additional evening/owl service on existing routes*

The Acorn-Prescott neighborhood contains many workers who do not work typical Monday-through-Friday daytime jobs. Because many jobs are filled at other times of the day or week, longer service hours provide increased job site opportunities for those who must use transit to get to work. Further, many destinations that residents frequent in the evenings are also outside of the area and often require transit to get there.

The substantially-reduced evening service by AC Transit in recent years restricts direct access in the neighborhood to Routes 82 and 62. These routes provide access to Downtown Oakland, Highland Hospital, and East 14th Street, to name a few destinations. Transfers are required to reach other areas. The ability to increase the connectivity of evening service would provide increased opportunities to work, shop, attend school and make other trips. The discontinuance of "owl" or overnight service is an additional problem for some residents. AC Transit has had to eliminate owl service because of financial constraints across the entire system. To achieve restoration of this service, Acorn-Prescott residents will need

to work with other interested neighborhood groups across the East Bay to mobilize funding.

***Need for weekend service on existing routes***

The weekend bus service structure is similar to the evening structure. Direct connections run to Downtown Oakland, an important destination and transfer site. Still, some access towards the San Pablo Avenue/40<sup>th</sup> Street area would be a useful service for those residents who shop in this nearby district.

***Need for some increased service frequencies on existing routes***

Trade-offs between good coverage and high frequency are often difficult neighborhood choices, and the Acorn-Prescott area is an example of where such choices are important. The interlining of routes on similar streets can provide an aggregate higher level of service with the same bus service. Currently, most route frequencies are generally balanced well between lines during weekdays. Should additional operating funds become available to AC Transit, the need for longer hours of service (evenings, owl, weekends) seems greater than the need for increased frequencies during the day.

***Need for shuttle service***

An assessment of shuttle service is provided in a separate document. Such services can provide community identity, as well as a sense of comfort for the users. Finally, such services provide some route flexibility so that mobility-restricted persons more easily use the service.

***Need for employer-oriented transit services***

The need to link Acorn-Prescott residents to jobs remains an important priority. While improvements in service hours and routing can provide better access for employees, some supplemental actions may be useful in meeting this deficiency.

One solution is to encourage the use of employer-based shuttle services. These services are in use in Oakland in places such as Kaiser Medical Center and the 180 Grand Avenue building. Such services have to be operated for short distances to be effective.

Should a major employer near the Acorn-Prescott community be interested in such a service, some support would help to defray the costs of such a service and increase the ridership of it.

Another solution to augment transit service would be a subscription bus service. This service is effective for workers who work on a regular schedule. Most work sites need to be at least 15 or 20 miles away for these services to be effective. A subscription bus service would operate as a regularly scheduled route which the riders would buy a subscription to use. The guarantee of daily riders provides a justification for running the service. Interest in such a service often comes from a particular employer or group, because all riders would likely work at one site. Employers and employee groups are the most appropriate sponsors of this service.

Vanpools offer another way to achieve guaranteed transportation for workers who work on a regular schedule. In vanpools, one of the workers would agree to drive and oversee the operation of the van. A system of dues would be required to fill the van with other riders. RIDES for Bay Area Commuters (Telephone: 415/861-7665) regularly sponsors vanpool service matching. This service can be re-introduced into the neighborhood to generate more interest from residents.

***Need for door-to-door service***

Ideally, all transit riders would have door-to-door service. Door-to-door service would reduce perceived security concerns, reduce travel times, facilitate mobility for restricted persons, and improve confidence in using transit. Of course, this presents a difficult implementation and funding challenge because of the high cost.

A modified door-to-door service can be implemented using existing transit vehicles by allowing route deviation or stop by request service. These techniques are most effective during times when ridership is low and most people are coming from the same boarding point. It is most useful during the evenings.

## 4.2 RECOMMENDED STRATEGIES

The need for improved transit service will be dependent on the availability of operating funds. Thus, strategies are recommended for the near-term and longer-term. Near-term strategies would have a relatively low impact on operating costs. Recommendations are also provided for consideration in the longer-term, if increased operations funding were to become available. Strategies are presented in this chapter in an order of what seems to be the most important within the Acorn-Prescott community.

At the outset, a revised route structure concept was devised that allows for the strategies listed here to be implemented. This is provided as Figure 4-1. The conceptual route structure revisions reflect modifications to existing route alignments. Most changes are adjustments of route alignments from one street to another. The significant exception to this is the rerouting of Route 62, which is described as a specific strategy below.

Even though a revised conceptual route structure is illustrated here, careful scrutiny by the community and AC Transit staff will be needed before changes in route alignments are changed. Scrutiny includes review of the ons and offs by stop and time of day, transfer patterns and geometric constraints for AC Transit buses.

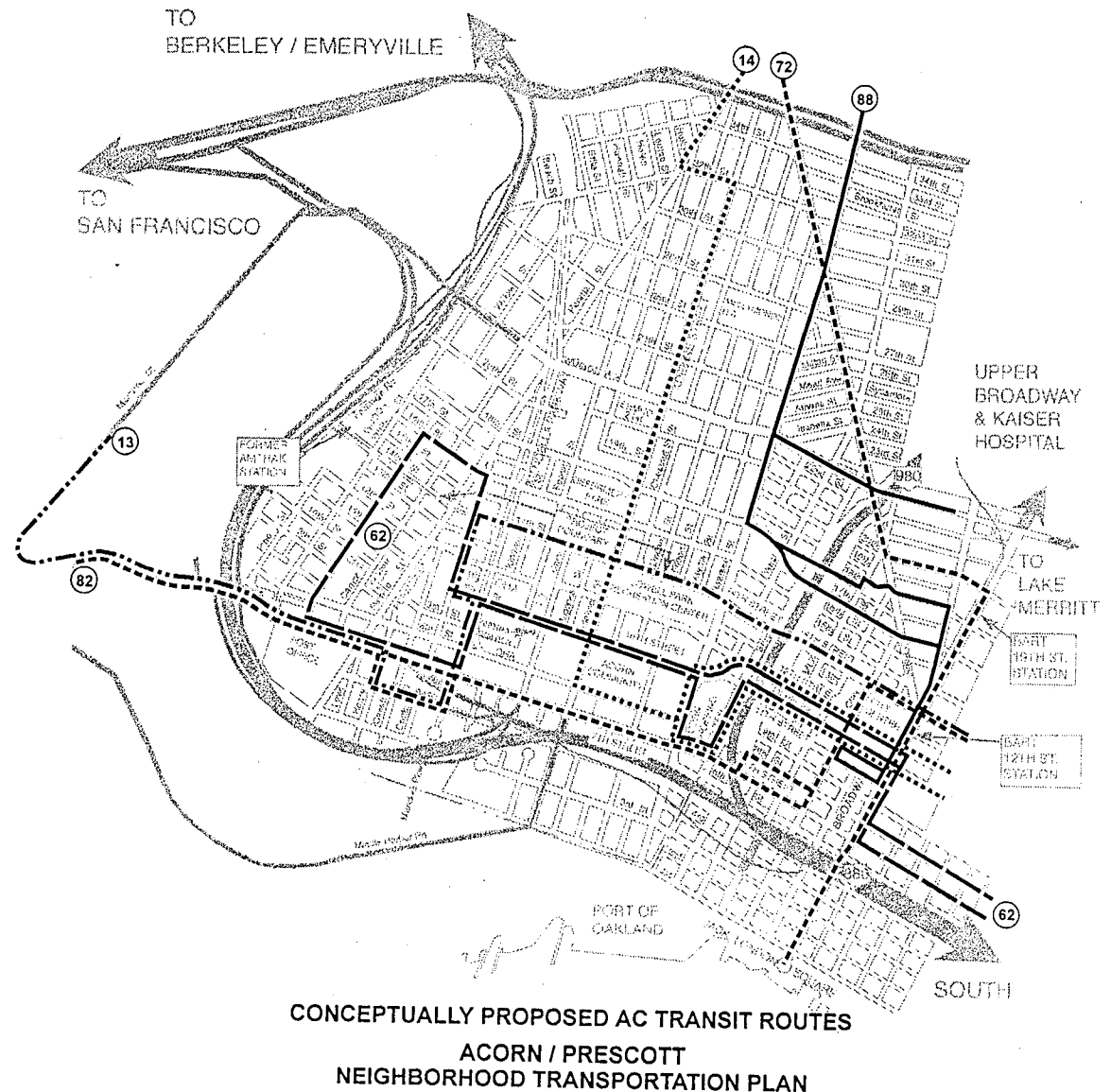


FIGURE 4-1

## 1. Enhance Evening Service

The most significant recommendation needed seems to be a recognition that evening service is deficient. Specifically, the two evening routes – Route 82 and 62 – both connect to Downtown Oakland, as shown in Figure 4-2, as well as parallel each other. Many other places are not directly served. In particular, there is a strong interest in better connections to San Pablo Avenue and 40<sup>th</sup> Street. There is also some interest in direct evening connections to Jack London Square.

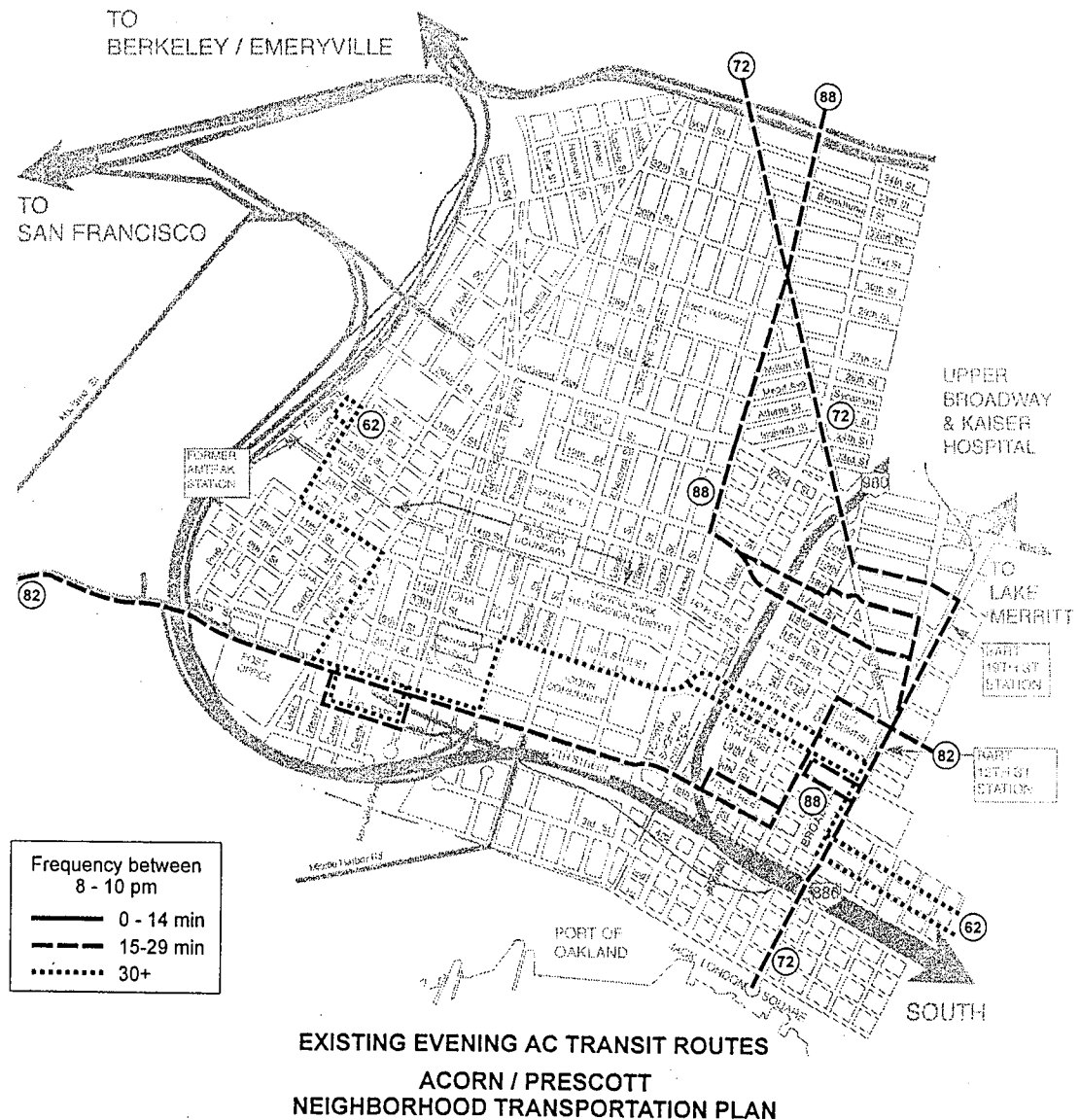


FIGURE 4-2

Given AC Transit financial constraints, there is a need to provide evening connections to the north. This service could be provided as the Route 14, or as a Route 62 extension. The community may consider asking AC Transit to shift some Route 82 service hours to this route in order to implement this connection. A diagram of this conceptual evening service is provided as Figure 4-3.

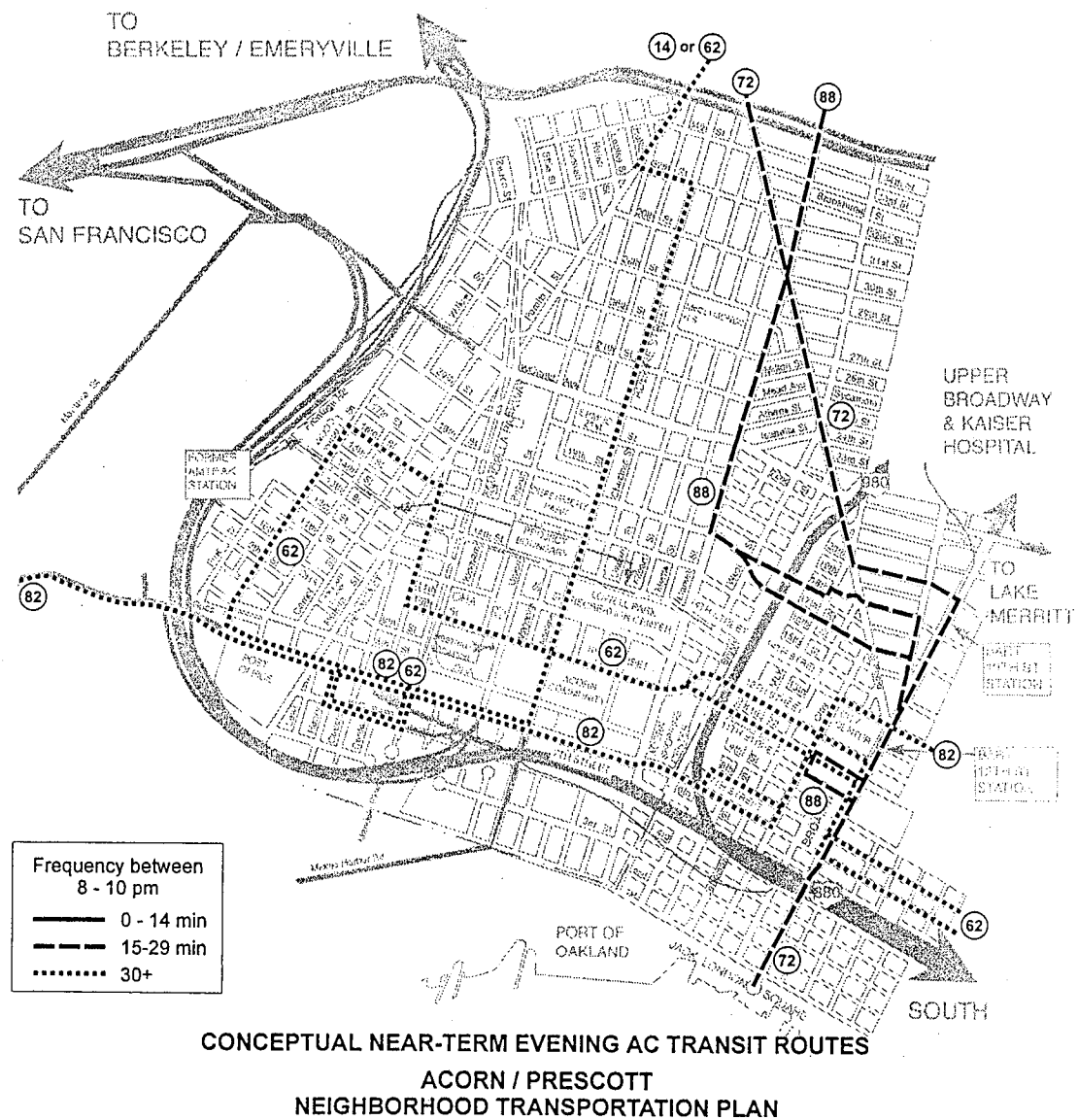


FIGURE 4-3

Should additional funding become available, additional evening service frequencies can be restored and upgraded on existing routes. One potential funding source is the recently-announced Access to Jobs program, which could be eligible for "gap filler" service. A map displaying desired services is provided as Figure 4-4.

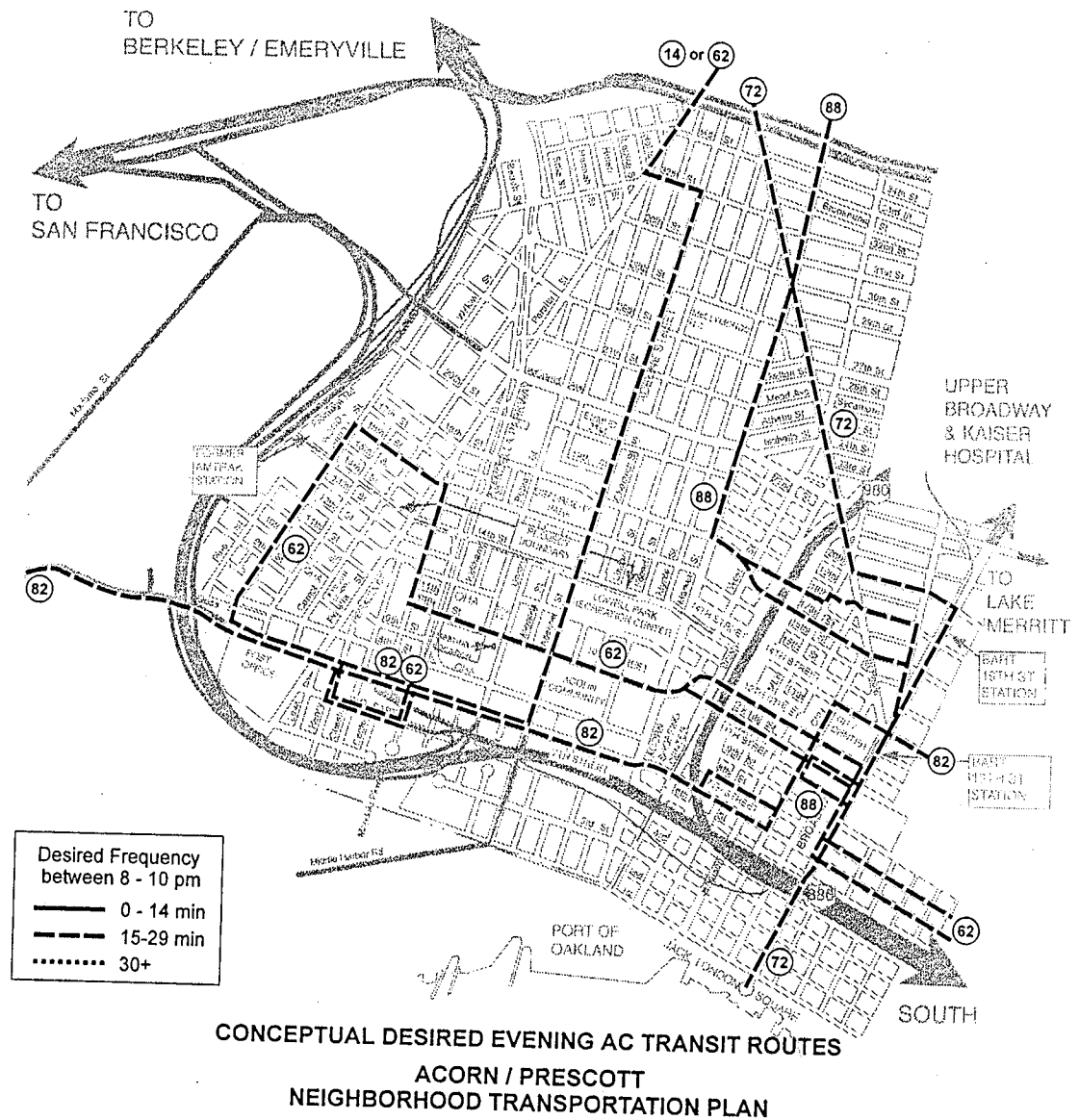


FIGURE 4-4

## 2. Provide Owl Service

A second concern expressed and shown repeated is the reinstitution of some overnight service. The increase in overnight employment by employers makes such a service an important contribution in the entire AC Transit District.

In the interim, employer-based shuttle services could be made available to provide better service to these employers. The specific employers who provide significant late-night employment would first need to be identified. Some employers mentioned in community meetings include K-Mart, UPS, and Federal Express. Some public-private implementation will be required to implement a successful service.

Because the lack of Owl service is an AC District-wide need, the reestablishment of the service will require that Acorn-Prescott representatives work with other community organizations in the East Bay to mobilize the resources so that it can happen. One possible funding source is the recently-announced Access to Jobs program, which is targeted to provide transit services for low income workers to reach job sites in suburban locations.

## 3. Realign the Route 62 in the Prescott Area

Route 62 was originally designed to end at the Amtrak station on Wood Street. Since this station is no longer serviced by Amtrak, some alternative route structure would benefit both the neighborhood and AC Transit. We recommend consideration of a loop to serve the residential areas west of Mandela Parkway using the Route 62 service. It should be noted that at the last community meeting, maintaining service to 16th and Wood was identified as a priority to continue serving residents in that vicinity.

The importance of the Route 62 destinations outside of the Acorn-Prescott community is well-recognized. The service connections to Downtown Oakland and Highland Hospital should continue.

#### 4. Provide Direct Weekend Service to Emeryville

Weekend service deficiencies are similar to evening deficiencies. The major exception is that Route 14 does not run on evenings, but it does run as far as Broadway on weekends. This is illustrated in Figure 4-5.

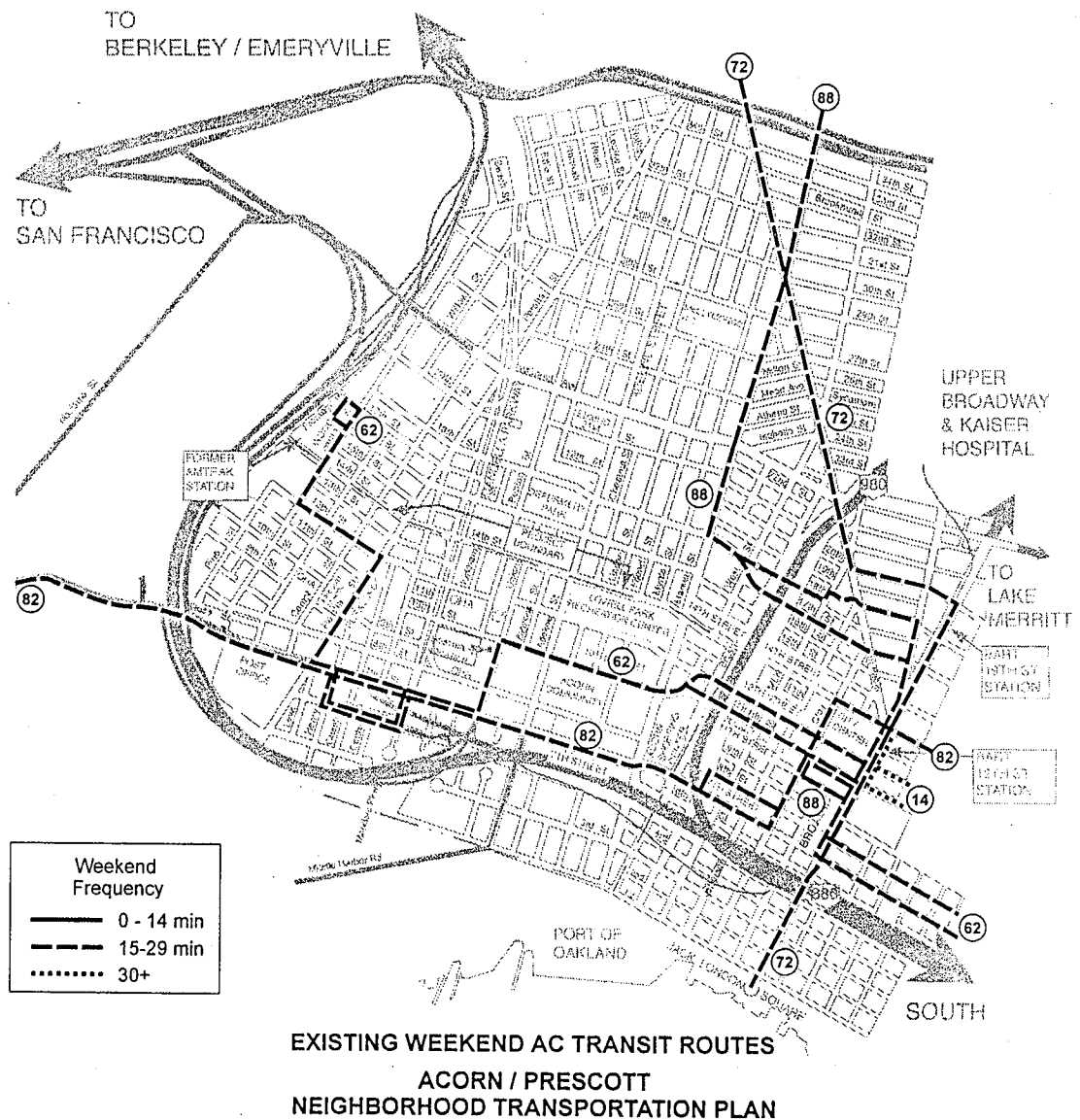


FIGURE 4-5



The extension of this route would provide the deficient Emeryville direct route for Acorn-Prescott residents, as illustrated in Figure 4-6. Ultimately, frequent service such as the type shown in Figure 4-7 would offer residents more flexibility on weekends.

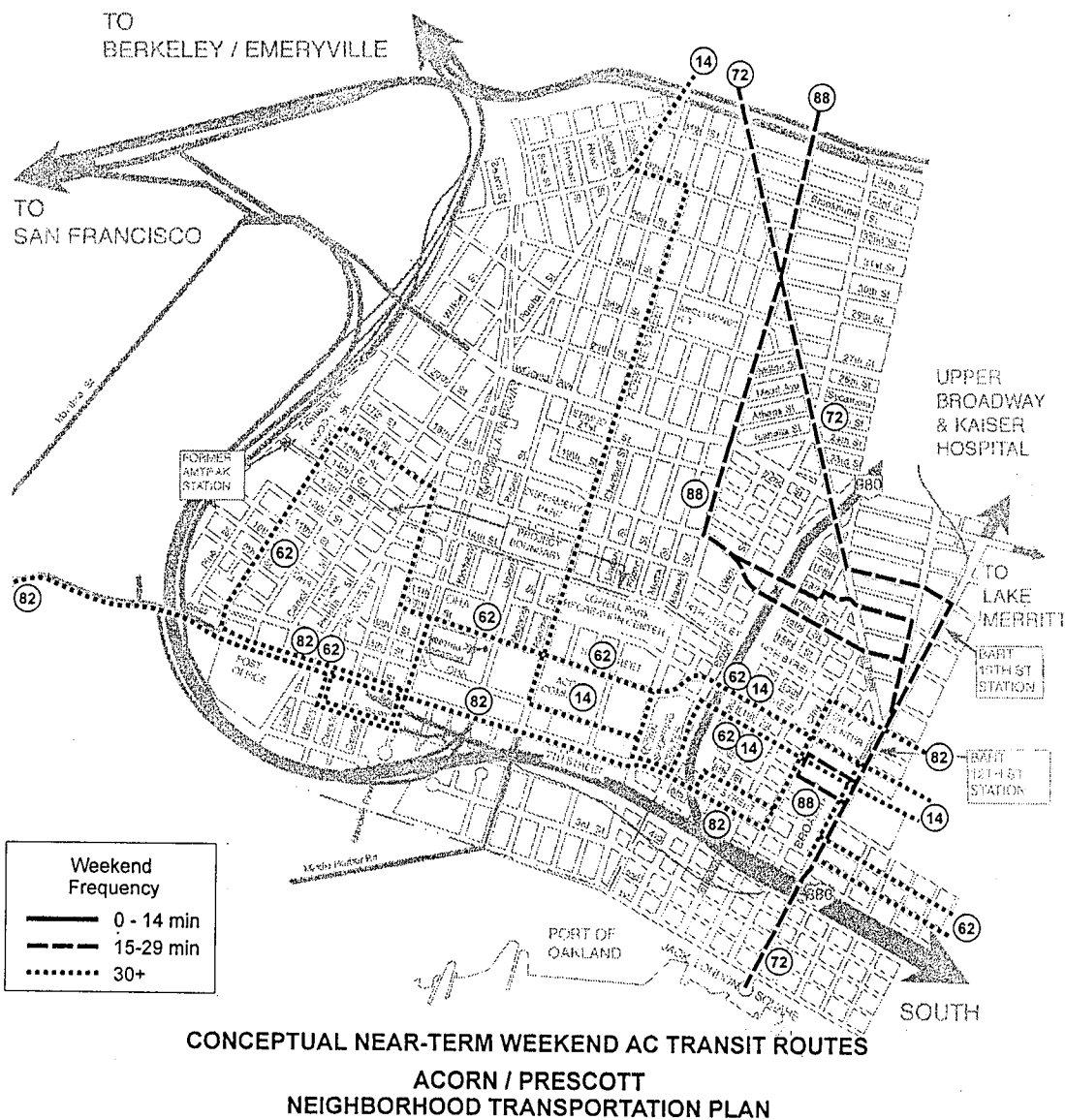


FIGURE 4-6

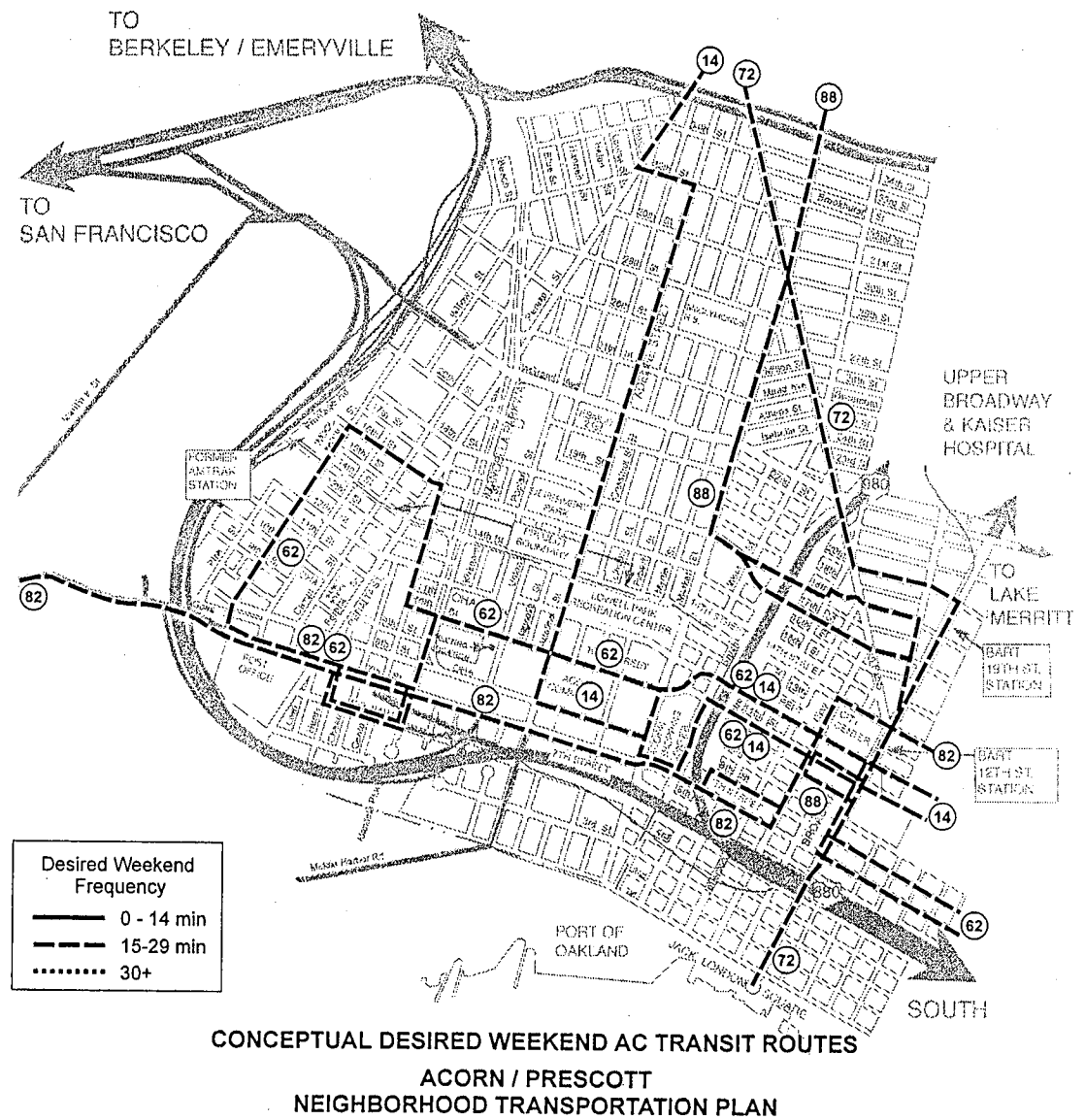


FIGURE 4-7

## 5. Enhance Occasional Weekday Deficiencies

Problems of occasional overcrowded buses or unruly riders have been mentioned at some community meetings. These operational problems are difficult to identify unless riders or drivers report them. We recommend that specific problems be identified and investigated so that remedies can be found. These remedies would include bus stop placement and route interlining, which is the operation of more than one route on a street.

A diagram of the base weekday service is provided as Figure 4-8. The revised service is indicated as Figure 4-9. Should funding become available, Figure 4-10 represents a desired level of service frequencies on weekdays.



FIGURE 4-8

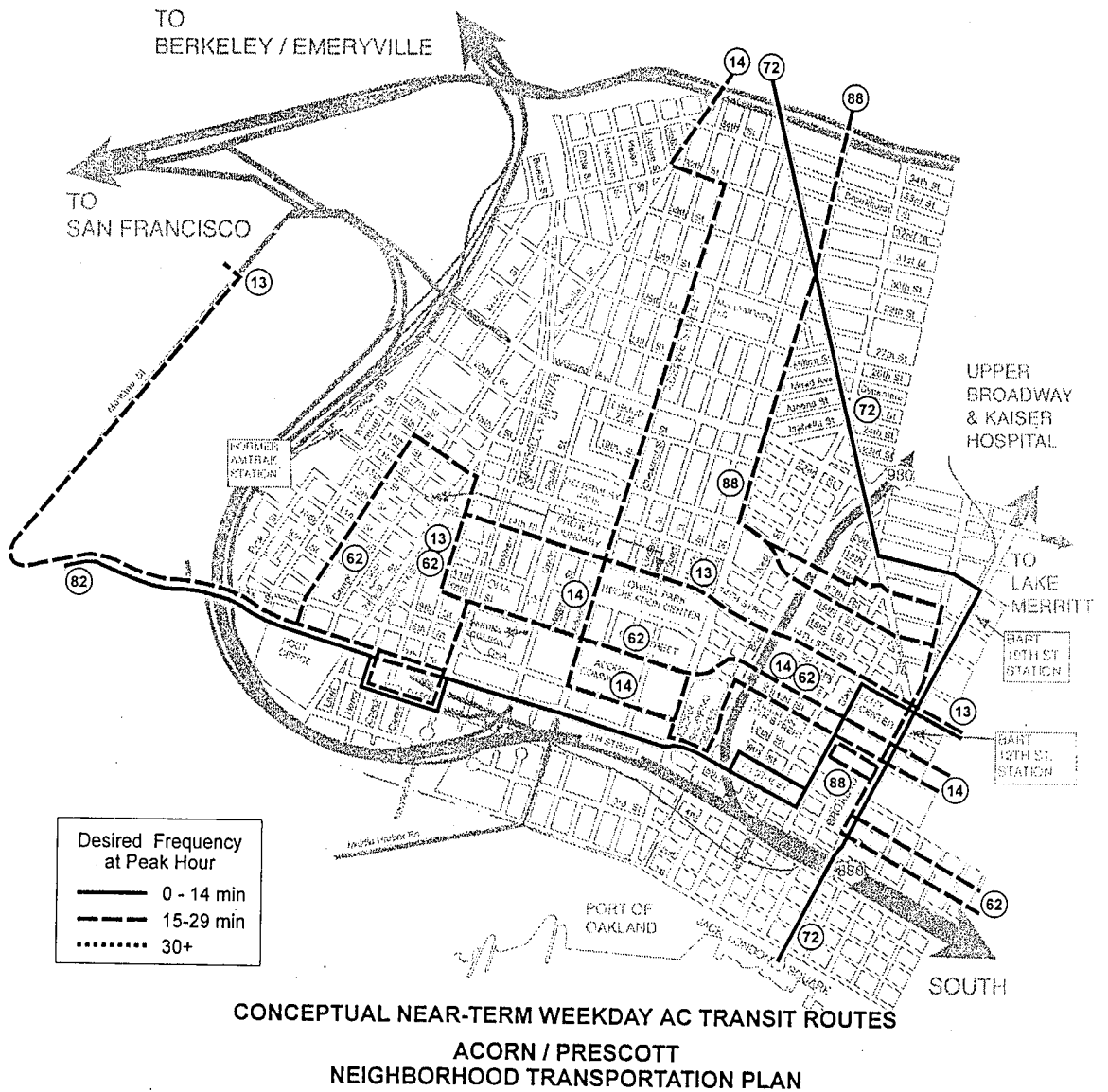


FIGURE 4-9

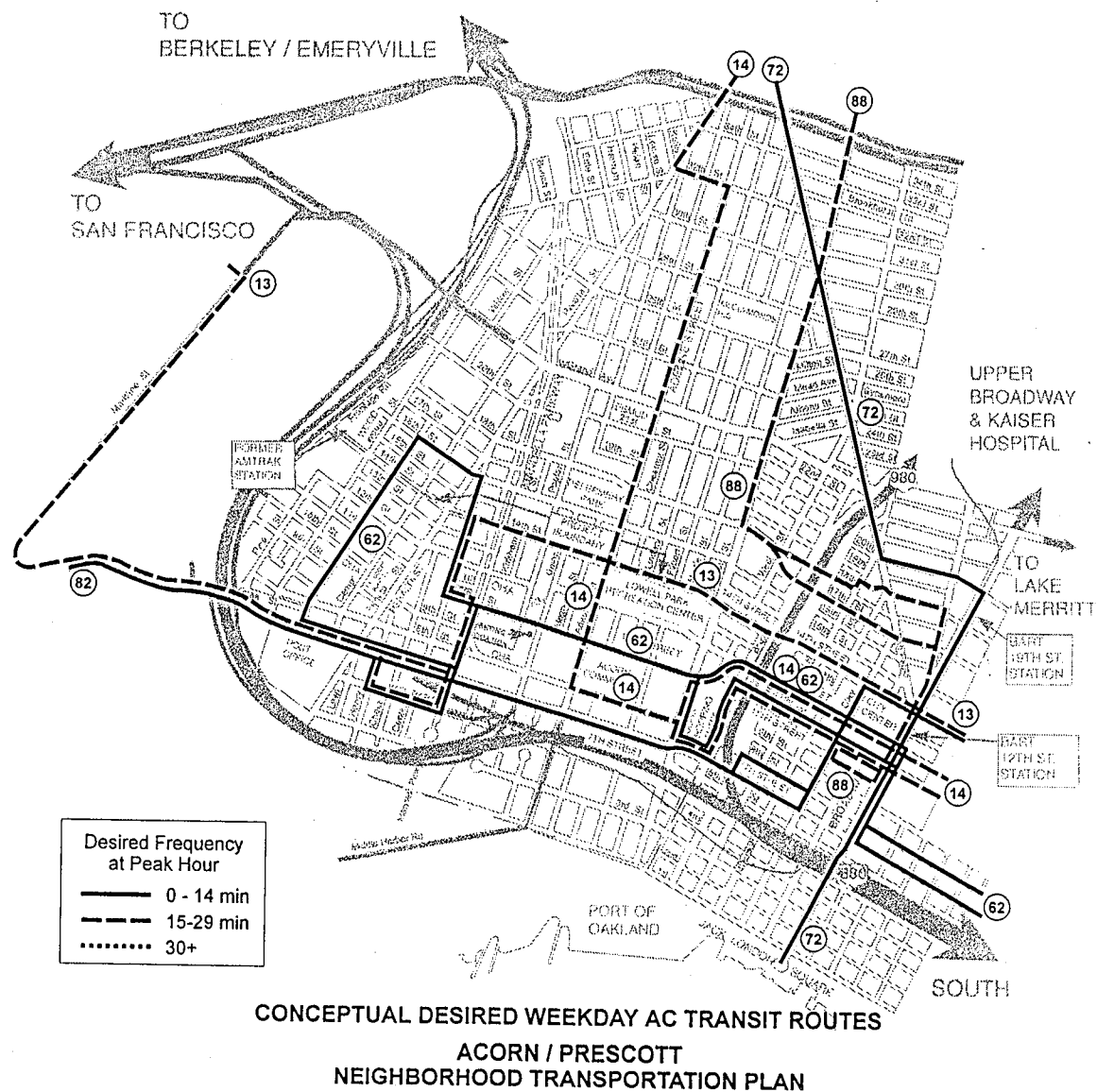


FIGURE 4-10

### Other Near-Term Recommendations

Transit service can be augmented by paying more attention to bus stop convenience, lighting, positioning, and maintenance. This would supplement current streetscaping efforts.

During non-peak times, there may be an opportunity for minor route deviation or stop-by-request service in residential areas of the Acorn-Prescott area. This is especially useful during evenings when some bus riders may desire a greater level of security between the bus and their homes. More direct connections to late-night employers could also be provided through vanpools.

Regional transit connections could be enhanced through relatively small changes to Transbay routes. One or more of the existing Transbay routes that travel through the Acorn neighborhood could add a stop within the neighborhood. There is the potential to add a Transbay Route A that would serve Alameda and Oakland Airport. This route could exit the freeway at 7th Street and stop near the Acorn Shopping Center before proceeding to Alameda.

Based on the issues identified earlier, we have developed a summary table describing recommended strategies by route and type of service. This summary table is provided as Table 4-2. These strategies are developed to address the issues that are presented for different times of the day and different days of the week. In Table 4-3, each strategy category is listed with the needs that are addressed, the relative timeframe for implementation, and the relative cost.

### Other Longer-Term Recommendations

The addition of employers in the redeveloped Oakland Army Base or the Naval Supply Center may create additional trip attractions currently not well-served. Depending on the redevelopment plans, the addition of bus service to these areas could be worthy of consideration in the longer-term.

**Table 4-2**  
**Recommended Strategies**  
**Acorn-Prescott Neighborhood Transportation Plan**

Type of Service	Near-Term Strategies	Longer-Term Strategies
Late Night Service	Expand service hours for late night/early morning routes where possible Introduce stop by request after 8 PM Allow route deviations after 8 PM	Direct connections to late night employers (shuttles or subscription) Restore Owl service
Evening/Weekend Service	Increase direct service destinations	Increase evening/weekend service hours
Route 13	Continue existing service levels/hours	Study Grand/Maritime/7th loop routing Provide later evening service
Route 14	Coordinate Emeryville connections with Route 62 extension to provide evening and weekend service	Provide later evening service
Route 62	Coordinate with Route 14 to improve evening and weekend service to Emeryville Restructure as loop in Prescott area Provide Acorn Shopping Center deviation Keep Highland Hospital connection	Provide more frequent evening/weekend service Provide owl service equivalent
Route 72	Continue existing service levels/hours	Restore Owl service
Route 82	Use 14th Street through much of area Examine Union/Adeline as connecting streets to 7th Street	Restore Owl service
Route 88	Continue existing service levels/hours	Provide later evening service
Regional Connections	Support New Transbay/Oakland Airport Service (Route A) Pursue 7th Street routing of Route A Add an Acorn stop on Transbay Route Continue existing Transbay service routes at current levels/hours	

Source: DKS Associates

**Table 4-3**  
**Needs Addressed by Recommended Strategies**  
**Acorn-Prescott Neighborhood Transportation Plan**

Strategy	Identified Community Needs	Timeframe	Relative Cost
Enhance Evening Service	Evening Service Service to Work Destinations	Short to Long	Low to High
Provide Owl Service	Owl Service Service to Work Destinations	Long	Medium to High
Realign Route 62	Service to Shopping, Work, Highland Hospital	Short	Low
Provide Direct Weekend Service to Emeryville	Weekend Service Service to Shopping	Short	Low to Medium
Enhance Occasional Weekday Deficiencies	Schedule Adherence	Short to Long	Low to Medium
Route Deviation Service	Evening/Owl Service Security	Medium	Low
Direct Connections to Late-night Employers	Evening/Owl Service Service to Work Destinations	Medium	Medium
7th Street Routing of Transbay Route A	Service to Work Destinations Service to Shopping	Medium	Low
Added Stop for Transbay Route(s)	Service to Work Destinations	Short	Low
Source: DKS Associates			



### 4.3 COSTS

Generally speaking, the cost per operating hour of a bus on a street during a weekday varies from \$50 to \$70. Should two new buses be required to operate an additional three hours each weekday, the resulting cost to AC Transit is \$75,000 to \$105,000 each year.

The near-term strategies presented here are intended to impact AC Transit operations less than \$100,000 per year. The longer-term desired levels of weekend, evening and owl service, in addition to improvements in weekday service frequency, can cost up to \$500,000 to \$700,000 each year.

AC Transit riders provide a farebox recovery of about 30 percent, which would defray some of the additional operating costs. This would leave the remaining 70 percent to come from other revenue sources.

### 4.4 IMPLEMENTATION - FEASIBILITY AND BARRIERS

The acceptance of priorities through this plan will help to guide the strategies that can enhance transit service. Once these priorities are set, actions can then be taken.

To get strategies implemented, these actions are most appropriate in the next year:

- **Community members, City of Oakland staff, and AC Transit staff/Board members work as partners to implement route changes.** The process for effecting change with AC Transit is an interactive one of education, research, thought and analysis. The result of a continued team effort will benefit the City of Oakland, AC Transit, and the community. One specific area for cooperation is applying for Access to Jobs funding.

- **Provide broader public participation and notification of specific actions with study area.** Providing information about transit changes by methods such as direct mailings and presentations at community meetings will make residents more aware of changes and more supportive of them.
- **AC Transit and City of Oakland staff work with other AC Transit District residents to improve local transit funding.** Many transit needs are not unique to the Acorn-Prescott area. The entire AC Transit District faces a long-term, local funding dilemma. Strategies to work with other district residents can improve district policies, and can lead to recommendations for more strategic routing through the entire transit district.

### 4.5 FUNDING SOURCES

Unlike other capital projects, the implementation of transit operating assistance come through a variety of designated sources to AC Transit. This includes Transportation Development Act (TDA), and Congestion Management/Air Quality (CMAQ) funds. AC Transit also collects a local property tax.

Some additional funds may be available to implement strategies identified in this study through the recently inaugurated Access to Jobs funding by the Federal Transit Administration (FTA). This funding category is relatively broad, but is intended to provide appropriate transportation service to help provide access to employment.

Some private employees may be willing to sponsor vanpool, subscription bus or other types of transit-friendly programs. These programs can often be encouraged by local communities based on the need for them.

## 5.0 COMMUNITY SHUTTLE PLAN



## 5.0 COMMUNITY SHUTTLE PLAN

A key feature of the shuttle plan is to enhance neighborhood pride in the Acorn-Prescott communities by creating a special identity with a unique shuttle service. This builds on earlier work done in the Acorn Community when they developed their own community plan, which first proposed a local shuttle service.

In addition to building a community-based transit system, the objectives of this shuttle plan are to connect important locations within the local area, improve connections to BART and AC Transit, and provide an alternative to AC Transit when its service is limited, including weekend and evening service periods. The major benefit to be derived from this shuttle service is improved mobility for local residents in the Acorn-Prescott community. Other opportunities for this shuttle are to provide service to employment sites in the Oakland Airport area, as well as future employment sites that may result with the redevelopment of the Oakland Army Base.

The plan was developed in close consultation with members of the local community. A series of meetings were held over a four-month period to ensure that the shuttle plan was responsive to their needs.

### 5.1 Peer Review

In developing a shuttle service for the West Oakland area, it is valuable to explore how existing bus shuttle services currently operate in the Bay Area. This section presents information about five shuttle services to understand their service operation, the type of vehicles they use, what the services cost and how they are funded. Table 5-1 summarizes the basic data about these services. A description of each service is provided below. By comparing the various shuttle services in the Bay Area, guidelines can be established for designing a new shuttle service that best serves the unique needs of the West Oakland community.

While each service has unique operating and service features, they all offer a "targeted" service. Emerging from this data are the following observations and conclusions as they relate to the proposed West Oakland shuttle service:

- While past experience indicates that commute services have the greatest potential for success, commute-only services probably will not meet the unique needs of West Oakland. The proposed West Oakland service would target local residents making commute *and* non-commute trips and would require regularly scheduled service throughout the day.
- The Menlo Senior Shuttle and the Broadway Shopper Shuttle offer only mid-day service during off-peak hours and target riders making discretionary trips for errands, shopping, medical appointments, and other non-commute purposes. The Menlo Senior Shuttle offers transportation for a population group with few mobility options and travels a longer route with more stops. This is reflected in the 45 minute headways. The Broadway Shopper Shuttle operates as a noontime circulator for local employees and shoppers with headways of six to seven minutes. While the proposed West Oakland service frequencies would fall somewhere in between these two shuttles, both the Menlo Senior Shuttle and the Broadway Shopper Shuttle are good examples of services that provide transportation options for discretionary trips tailored to the unique needs of their target population.
- Shuttle services are characterized by unique funding arrangements with emphasis on a public/private partnership. All of the shuttle services we examined for this analysis are funded creatively, and most are funded through a combination of funding sources including contributions from local jurisdictions, employer/developer fees or contributions, rents, and grants made available from a variety of sources.

**Table 5-1**  
**Shuttle Services - Peer Review**

	Emery-Go-Round	Menlo Senior Shuttle	Broadway Shopper Shuttle	South Beach Apt Shuttle	AC Transit Route 42
<b>Service Initiation</b>	March 1995	April 1998	December 1995	1989	1989
<b>Route Description</b>	Two Weekday Routes: 1) Powell Route from MacArthur BART to E. Bay Bridge, Chiron, Watergate; 2) Christie Route from MacArthur BART to Sybase, Emery Bay, 1 <sup>st</sup> Interstate and Powell Plaza. One Saturday route combining the two.	Stanford Medical Center, Stanford Shopping Center, Little House Senior Center, MP CalTrain station, MP Library, 3 senior care facilities in downtown Menlo Park, Safeway, East Menlo Park, East Menlo Park Senior Center	From Jack London Square to the Caltrans Building on Grand Avenue, via Broadway	From South Beach Marina Apartments (Townsend & Embarcadero) to Market Street	From the 12 <sup>th</sup> Street BART station through the Webster St./Posey Tube, then to Constitution Way, Buena Vista Ave., Atlantic Ave., and Marina Village Parkway (reverses direction in afternoon)
<b>Target Market</b>	commuters and residents	seniors	shoppers	South Beach residents	commuters
<b>Hours of Operation</b>	Monday - Friday 6 am - 7 PM Saturday 10 am - 6 PM	Monday - Friday 10 am - 2 PM	Monday - Friday 11:00 am to 2:00 PM	Monday - Friday 6:00 am to 9:30 am, 4:30 PM to 7:30 PM	Monday - Friday 7:00 am to 8:45 am, 4:00 PM to 6:15 PM
<b>Headways</b>	Peak: 8 - 15 minutes Midday: 30 minutes	45 minutes	5 to 6 minutes	30 minutes	15 minutes
<b>Passengers Per Hour</b>	32 (approx)	Not yet available	45	10 - 15	56 (1997 est) Calculation for this year not yet complete
<b>Vehicle Specifications</b>	Blue Bird Diesel, 24 seats with 2 wheelchair tie-downs	3 20-passenger van- conversion vehicles with 2 wheelchair tie-downs.	5 22-passenger CNG fueled vehicles	1 25-passenger, gasoline- powered, van-conversion vehicle, distinctly marked	2 19-passenger diesel/gas fueled vans
<b>Fare</b>	Free	Free	Free	Free	AC Transit fares; Marina Village and City of Alameda sell discount tickets (2 price)
<b>Contractor, Hourly Rate</b>	\$45/hour (approx)	Parking Company of America, \$35 per hour	SFO Airporter, at \$56.10 per hour	No contractor	Currently in negotiations
<b>Yearly Total Cost</b>	\$500,000 (approx)	\$110,000	\$212,000	\$80,000 (does not include administration)	Currently in negotiations

**Table 5-1 (cont.)**  
**Shuttle Services - Peer Review**

	Emery-Go-Round	Menlo Senior Shuttle	Broadway Shopper Shuttle	South Beach Apt Shuttle	AC Transit Route 42
<b>Service Initiation</b>	March 1995	April 1998	December 1995	1989	1989
<b>Administration</b>	Emeryville Transportation Management Association (effective summer 1997)	City of Menlo Park Transportation Division; [time commitment not yet available]	City of Oakland Public Works Department; 12 hours per week	South Beach Apartments Management; 6-8 hours per week	City of Alameda; minimal involvement
<b>Funding</b>	Public/Private: City pays approximately 12% of costs and Emeryville Developer/Employer Group pays balance	Public: Bay Area Air Quality Management District grant. City of Menlo Park Redevelopment Agency (for East Menlo Park extension)	Public/Private: Bay Area Air Quality Management District grant; Oakland Redevelopment Agency; employer contributions (cash and in-kind contributions)	Private: Funded through rents	Public/Private: Currently in negotiations
<b>Other Comments</b>	Funding initially was 50/50 split between public and private.	Service utilizes otherwise idle committed commute-hour shuttle vehicles		Will be discontinuing service shortly because of improved Muni service in the area	

- The Emery Go-Round provides a rare example of an almost entirely privately funded service. The rapid development and high concentration of large corporate employers in the City of Emeryville makes possible a funding ratio of 88 percent private monies and 12 percent City contributions that would be highly difficult to achieve in most jurisdictions.
- The Broadway Shopper Shuttle reflects a more typical example of private/public partnership ratios for shuttle service, with several public agencies providing grants and employers providing cash and in-kind contributions.
- To attract riders, all five of the shuttle services operate high quality vehicles (often painted with a special logo or other special feature) to distinguish them from "other" public transit services. A unique bus design makes dedicated route vehicles stand out. Shuttle vehicles are typically smaller than a full sized coach with a seating capacity ranging from 22 to 30 passengers. Because the proposal for the West Oakland shuttle was initiated and supported by the local community, competitions offering small cash prizes or certificates from local retailers could be held to select a special name, logo, and colors and help to establish the service as a community resource.
- These are "targeted" services oriented toward a localized clientele that can easily be changed as the needs of riders change. For example, the Emery Go-Round made scheduling adjustments during its first six months of operation to better respond to ridership demand. Similarly, the Menlo Senior Shuttle added a third vehicle and expanded the route soon after its inception to accommodate other key destinations for their ridership. To achieve this flexibility requires local participation in system operation.

## 5.2 Shuttle Service Options

This plan identifies and evaluates six shuttle route options. The conceptual routes are listed below, along with the key destinations to which they would provide service:

- Route A -** Serves West Oakland BART, the Acorn Community and Downtown Oakland via 10th Street.
- Route B -** Serves the Prescott Community, West Oakland BART, the Acorn Community, Downtown Oakland, via 12th/10th and 8th/7th.
- Route C -** Serves West Oakland BART, the Acorn Community, Downtown Oakland, and Jack London Square.
- Route D -** Serves the Prescott Community, West Oakland BART, the Acorn Community, and DeFremery Park (West Oakland Senior Center).
- Route E -** Serves the Prescott Community, West Oakland BART, the Acorn Community, Downtown Oakland, and DeFremery Park.
- Route F -** Serves the Prescott Community, West Oakland BART, the Acorn Community, Jack London Square, Downtown Oakland and DeFremery Park.

These conceptual routes were developed through the community meeting process, and through reviews of previous studies where shuttle objectives had been outlined. Almost all conceptual routes improve access to jobs and improve interregional transit connections. Only two route alternatives, C and F, provide service to Jack London Square.

The following describes each of the shuttle route options, and provides conceptual schedules, including point to point running times for each route. A map of each route option is also provided.

**Route A - West Oakland BART, Acorn Community,  
Downtown Oakland via 10th Street**

Route A is one of the two Acorn Community Plan routes providing service between the West Oakland and 12<sup>th</sup> Street BART stations, with service west of Market Street primarily along 10<sup>th</sup> Street and service east of Market along 12<sup>th</sup> and 14<sup>th</sup> Streets. This proposed shuttle route would serve the Acorn Shopping Center. The route is illustrated in Figure 5-1. This is a very efficient route, providing bi-directional service every half hour along 10th Street using only one vehicle. Service could be improved if speed bumps on 10th Street were removed, shortening travel times slightly, and avoiding bottoming out of shuttle vehicles.

Two separate schedules were developed for this route. The first schedule option (A-1), shown on Table 5-2, provides service to Acorn Shopping Center in both directions of travel.

A complete round trip on this routing is 27 minutes and includes two minutes of dwell time in each direction at Acorn Shopping Center. While the route could be completed as a one-way loop in 30 minutes, this tight scheduling is not recommended. Problems with traffic, slower boardings, etc. could make such a tightly scheduled service unreliable.

The second schedule option (A-2) is designed to alleviate the tight timing of Option A-1 by providing a stop at Acorn Shopping Center in one direction only. The shuttle would directly serve the shopping center on its westbound run providing convenience to individuals with groceries or other packages. A sample schedule is shown in Table 5-3.

Complete round-trip service on this shuttle is 24 minutes. This affords 30-minute operation with ample required route recovery time and layovers for passenger loading/unloading at both the Acorn Shopping Center and the West Oakland BART Station.

**Table 5-2  
Schedule A-1, Serving Acorn Shopping Center in Both Directions**

	Stop Intervals	Route Schedule	2 Hour Sample Time Schedule			
West Oakland BART		0:00:00	8:00	8:30	9:00	9:30
10th & Mandela Pkwy	0:02:15	0:02:15	8:02	8:32	9:02	9:32
10th & Market	0:03:00	0:05:15	8:05	8:35	9:05	9:35
Arr. Acorn Shopping Ctr.	0:01:15	0:06:30	8:06	8:36	9:06	9:36
Dep. Acorn Shopping Ctr.	0:02:00	0:08:30	8:08	8:38	9:08	9:38
10th & Market	0:01:00	0:09:30	8:09	8:39	9:09	9:39
14th & Market	0:01:15	0:10:45	8:10	8:40	9:10	9:40
14th & Broadway	0:03:15	0:14:00	8:14	8:44	9:14	9:44
12th & Broadway	0:00:30	0:14:30	8:14	8:44	9:14	9:44
10th & Market	0:03:00	0:17:30	8:17	8:47	9:17	9:47
Arr. Acorn Shopping Ctr.	0:01:30	0:19:00	8:19	8:49	9:19	9:49
Dep. Acorn Shopping Ctr.	0:02:00	0:21:00	8:21	8:51	9:21	9:51
10th & Market	0:01:30	0:22:30	8:22	8:52	9:22	9:52
10th & Mandela Pkwy	0:02:45	0:25:15	8:25	8:55	9:25	9:55
West Oakland BART	0:02:00	0:27:15	8:27	8:57	9:27	9:57

**Table 5-3  
Schedule A-2, Stopping at Acorn Shopping Center Westbound Only**

	Stop Intervals	Route Schedule	2 Hour Sample Time Schedule			
West Oakland BART		0:00:00	8:00	8:30	9:00	9:30
10th & Mandela Pkwy	0:02:15	0:02:15	8:02	8:32	9:02	9:32
10th & Market	0:03:00	0:05:15	8:05	8:35	9:05	9:35
14th & Market	0:01:15	0:06:30	8:06	8:36	9:06	9:36
14th & Broadway	0:03:15	0:09:45	8:09	8:39	9:09	9:39
12th & Broadway	0:00:30	0:10:15	8:10	8:40	9:10	9:40
10th & Market	0:03:00	0:13:15	8:13	8:43	9:13	9:43
Arr. Acorn Shopping Ctr.	0:01:30	0:14:45	8:14	8:44	9:14	9:44
Dep. Acorn Shopping Ctr.	0:03:00	0:17:45	8:17	8:47	9:17	9:47
10th & Market	0:01:30	0:19:15	8:19	8:49	9:19	9:49
10th & Mandela Pkwy	0:02:45	0:22:00	8:22	8:52	9:22	9:52
West Oakland BART	0:02:00	0:24:00	8:24	8:54	9:24	9:54

FIGURE 5-1  
ROUTE A - WEST OAKLAND BART, ACORN COMMUNITY,  
DOWNTOWN OAKLAND VIA 10TH STREET

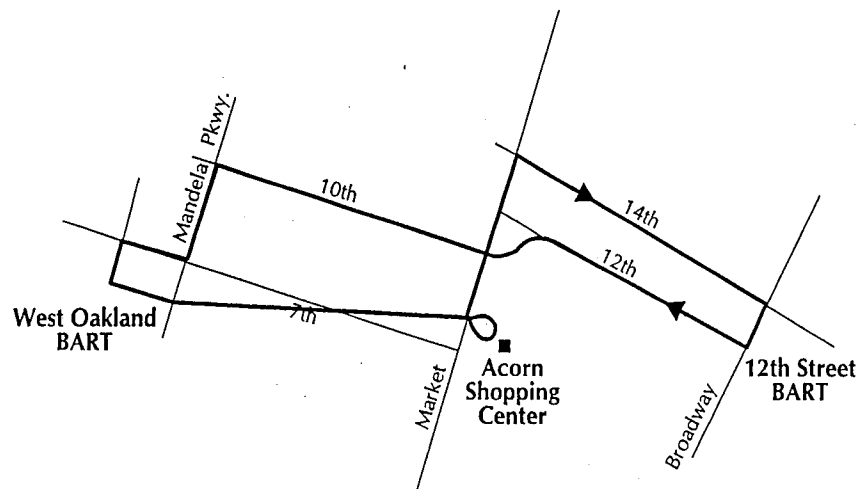
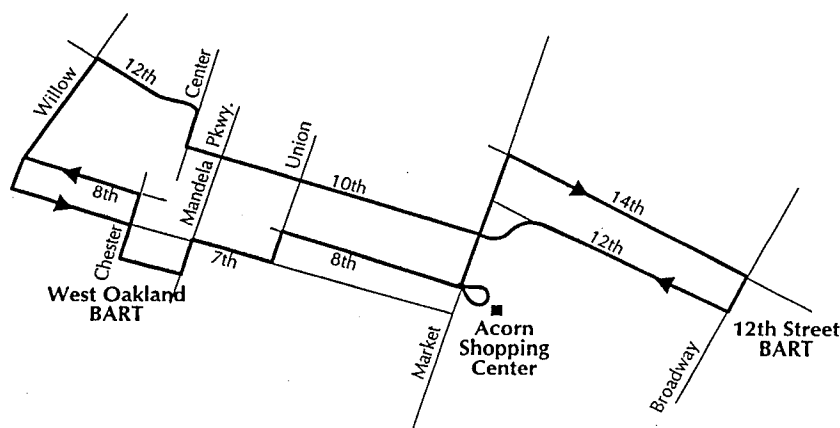


FIGURE 5-2  
ROUTE B - PRESCOTT COMMUNITY, WEST OAKLAND BART, ACORN  
COMMUNITY, DOWNTOWN OAKLAND, VIA 12TH/10TH AND 8TH/7TH



**Route B - Prescott Community, West Oakland BART, Acorn Community, Downtown Oakland, Via 12th/10th and 8th/7th.**

This route is designed for service in two directions along a figure eight design, shown in Figure 5-2. The route is an expansion of the preferred Acorn Community Plan option, and provides coverage to the Prescott Community that had not been included in the original plan. In a clockwise loop from the West Oakland BART Station, the route serves the Prescott area via Willow and 12<sup>th</sup> Street, follows 10<sup>th</sup> Street, loops through Downtown Oakland on 14<sup>th</sup> Street and 12<sup>th</sup> Street, serves the Acorn Shopping Center and connects again to West Oakland BART via 8<sup>th</sup> and 7<sup>th</sup> Streets. The routing in the opposite direction follows the same route except service between Willow and the West Oakland BART is provided along 7<sup>th</sup> Street rather than 8<sup>th</sup>.

Although this route can be served as a one-direction loop, improved service can be provided along this route if two-direction service is implemented. The schedules in Table 5-4 are provided for service in two directions, with one stop at the Acorn Shopping Center scheduled in each direction.

A complete loop along this routing is approximately 25 minutes, including a three-minute layover at Acorn Shopping Center. This allows approximately five minutes at West Oakland BART. This is relatively minimal recovery time. Although the route is very streamlined at this point, any increase in congestion, or decrease in running times could result in unreliable service. One alternative that would improve reliability would be to eliminate the loop through the shopping center, and instead provide a curb stop out in front on Market Street. While this would require passengers to walk from the street to the shopping center, it would eliminate the need to add another bus to this route. A street stop would also avoid inevitable auto-bus conflicts through the shopping center parking area. This route can be served using either one vehicle operating in a single direction every 30 minutes or two vehicles operating in both directions during all service hours.



**Table 5-4  
Route B Schedule**

Direction 1						
	Stop Intervals	Route Schedule	2 Hour Sample Time Schedule			
West Oakland BART		0:00:00	8:00	8:30	9:00	9:30
8th & Chester	0:01:00	0:01:00	8:01	8:31	9:01	9:31
12th & Willow	0:02:30	0:03:30	8:03	8:33	9:03	9:33
12th & Center	0:01:15	0:04:45	8:04	8:34	9:04	9:34
10th & Mandela Parkway	0:01:00	0:05:45	8:05	8:35	9:05	9:35
10th & Market	0:02:45	0:08:30	8:08	8:38	9:08	9:38
14th & Market	0:01:15	0:09:45	8:09	8:39	9:09	9:39
14th & Broadway	0:03:15	0:13:00	8:13	8:43	9:13	9:43
12th & Broadway	0:00:30	0:13:30	8:13	8:43	9:13	9:43
10th & Market	0:03:00	0:16:30	8:16	8:46	9:16	9:46
8th & Market	0:00:45	0:17:15	8:17	8:47	9:17	9:47
Arr. Acorn Shopping Ctr.	0:00:45	0:18:00	8:18	8:48	9:18	9:48
Dep. Acorn Shopping Ctr.	0:03:00	0:21:00	8:21	8:51	9:21	9:51
8th & Union	0:02:15	0:23:15	8:23	8:53	9:23	9:53
West Oakland BART	0:02:15	0:25:30	8:25	8:55	9:25	9:55
Direction 2						
	Stop Intervals	Route Schedule	2 Hour Sample Time Schedule			
West Oakland BART		0:00:00	8:15	8:45	9:15	9:45
8th & Union	0:02:00	0:02:00	8:17	8:47	9:17	9:47
8th & Market	0:02:00	0:04:00	8:19	8:49	9:19	9:49
Arr. Acorn Shopping Ctr.	0:00:45	0:04:45	8:19	8:49	9:19	9:49
Dep. Acorn Shopping Ctr.	0:03:00	0:07:45	8:22	8:52	9:22	9:52
10th & Market	0:01:00	0:08:45	8:23	8:53	9:23	9:53
14th & Market	0:01:15	0:10:00	8:25	8:55	9:25	9:55
14th & Broadway	0:03:15	0:13:15	8:28	8:58	9:28	9:58
12th & Broadway	0:00:30	0:13:45	8:28	8:58	9:28	9:58
10th & Market	0:03:00	0:16:45	8:31	9:01	9:31	10:01
10th & Mandela Parkway	0:03:15	0:20:00	8:35	9:05	9:35	10:05
12th & Willow	0:01:15	0:21:15	8:36	9:06	9:36	10:06
8th & Chester	0:02:30	0:23:45	8:38	9:08	9:38	10:08
West Oakland BART	0:01:00	0:24:45	8:40	9:10	9:40	10:10

**Route C - West Oakland BART, Acorn Community, Downtown Oakland, Jack London Square**

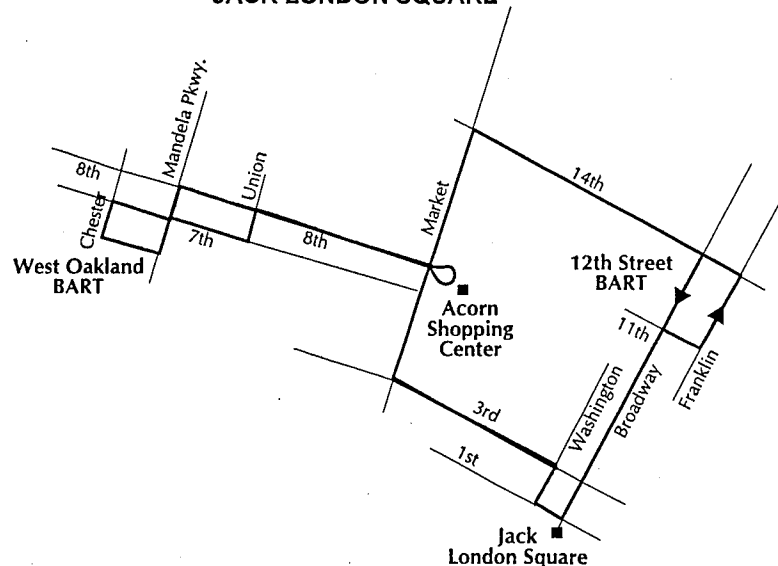
This option introduces direct service between West Oakland and Jack London Square, a connection that is not provided by existing AC Transit routes. This proposed shuttle route operates from West Oakland BART along 8<sup>th</sup> Street to Acorn Shopping Center. From Acorn Shopping Center, southbound service follows Market Street to 3<sup>rd</sup> Street and to Jack London Square, using Washington Street and 1<sup>st</sup> Street to orient the bus for travel northbound along Broadway to the 12<sup>th</sup> Street BART Station. Because a left turn is prohibited at 14<sup>th</sup> Street, the shuttle must travel along Franklin from 11<sup>th</sup> Street to 14<sup>th</sup>. The bus then travels westbound on 14<sup>th</sup> Street to Market to 8<sup>th</sup> Street and back to West Oakland BART. The shuttle can also travel in the opposite direction along the downtown loop as shown on the map in Figure 5-3.

Although the east end of this route can be operated as a one-direction loop, improved service can be provided if two-direction service is implemented. This has the added advantage of doubling the frequencies on 8<sup>th</sup> Street, along the community segment of the route. This would provide very good service to the Acorn Shopping Center. The schedules in Table 5-5 are provided for service in two directions, with one stop at the Acorn Shopping Center scheduled in each direction.

A loop in either direction can be completed in under 30 minutes. Clockwise service through the loop results in a slightly shorter trip time (about 23 minutes) than travel counterclockwise (27 minutes). This allows for the minimal recovery time needed to maintain reliable service. Additional congestion or other factors that slow travel time could make this service infeasible within the half hour headway. By providing a bus stop along Market Street for Acorn Shopping Center rather than having the vehicle enter the center lot, about four minutes would be saved. This would result in a stronger schedule overall.

This route can be served using either one vehicle operating in a single direction every 30 minutes or two vehicles for bi-directional half-hourly service. At a minimum, two vehicle service is recommended.

**FIGURE 5-3**  
**ROUTE C - WEST OAKLAND AND BART, ACORN COMMUNITY,**  
**DOWNTOWN OAKLAND,**  
**JACK LONDON SQUARE**



**Table 5-5**  
**Route C Schedule**

Direction 1						
	Stop Intervals	Route Schedule	2 Hour Sample Time Schedule			
West Oakland BART		0:00:00	8:00	8:30	9:00	9:30
8th & Union	0:02:00	0:02:00	8:02	8:32	9:02	9:32
8th & Market	0:02:00	0:04:00	8:04	8:34	9:04	9:34
14th & Market	0:00:45	0:04:45	8:04	8:34	9:04	9:34
14th & Broadway	0:03:15	0:08:00	8:08	8:38	9:08	9:38
1st & Broadway	0:03:00	0:11:00	8:11	8:41	9:11	9:41
3rd & Market	0:02:15	0:13:15	8:13	8:43	9:13	9:43
8th & Market	0:02:00	0:15:15	8:15	8:45	9:15	9:45
Arr. Acorn Shopping Ctr.	0:00:45	0:16:00	8:16	8:46	9:16	9:46
Dep. Acorn Shopping Ctr.	0:03:00	0:19:00	8:19	8:49	9:19	9:49
8th & Mandela Pkwy	0:03:30	0:22:30	8:22	8:52	9:22	9:52
West Oakland BART	0:01:00	0:23:30	8:23	8:53	9:23	9:53

Direction 2						
	Stop Intervals	Route Schedule	2 Hour Sample Time Schedule			
West Oakland BART		0:00:00	8:15	8:45	9:15	9:45
8th & Union	0:02:00	0:02:00	8:17	8:47	9:17	9:47
8th & Market	0:02:00	0:04:00	8:19	8:49	9:19	9:49
Arr. Acorn Shopping Ctr.	0:00:45	0:04:45	8:19	8:49	9:19	9:49
Dep. Acorn Shopping Ctr.	0:03:00	0:07:45	8:22	8:52	9:22	9:52
3rd & Market	0:03:00	0:10:45	8:25	8:55	9:25	9:55
1st & Broadway	0:02:30	0:13:15	8:28	8:58	9:28	9:58
11th & Broadway	0:04:00	0:17:15	8:32	9:02	9:32	10:02
14th & Franklin	0:01:15	0:18:30	8:33	9:03	9:33	10:03
14th & Broadway	0:01:00	0:19:30	8:34	9:04	9:34	10:04
14th & Market	0:03:00	0:22:30	8:37	9:07	9:37	10:07
8th & Market	0:00:45	0:23:15	8:38	9:08	9:38	10:08
8th & Mandela Pkwy	0:02:15	0:25:30	8:40	9:10	9:40	10:10
West Oakland BART	0:01:00	0:26:30	8:41	9:11	9:41	10:11

**Route D - Prescott Community, West Oakland BART, Acorn Community, DeFremery Park**

This option is a community-based shuttle that links the major destinations within the Acorn and Prescott neighborhoods, including West Oakland BART, Acorn Shopping Center and the West Oakland Senior Center, as shown in Figure 5-4. This route duplicates existing AC Transit service segments less than any other conceptual route.

Route D makes shuttle service convenient for seniors making trips to the West Oakland Senior Center and others who travel to the DeFremery Park area for community programs and other services. Beginning at the West Oakland BART Station, the shuttle travels through the Prescott neighborhood along 8th Street, Willow and 12<sup>th</sup>. The bus travels north on Peralta and then east along 18<sup>th</sup> Street to Market Street. The shuttle follows Market Street south to serve the Acorn Shopping Center and then travels eastbound, returning to the West Oakland BART Station via 8<sup>th</sup>, Union and 7<sup>th</sup> Streets.

This route can operate as either a one-direction loop or as a two-directional service. Schedules for service in both directions are presented in Table 5-6. This route does not work well on a 30 minute block. One bus would require about 35 minutes plus additional recovery time to serve both directions with half hourly headways. Should additional vehicles be added, there would be too much recovery time to make reasonable use of resources.

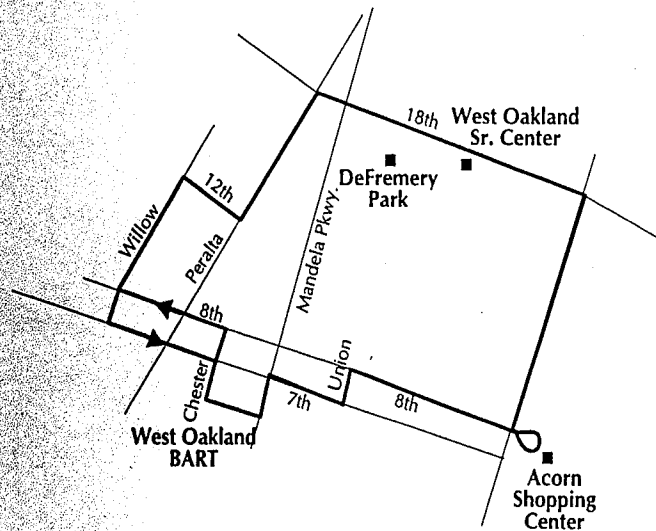
**Table 5-6  
Route D Schedule**

Direction 1								
	Stop Intervals	Route Schedule	2 Hour Sample Time Schedule					
West Oakland BART		0:00:00	8:00	8:20	8:40	9:00	9:20	9:40
8th & Willow	0:02:00	0:02:00	8:02	8:22	8:42	9:02	9:22	9:42
12th & Peralta	0:02:00	0:04:00	8:04	8:24	8:44	9:04	9:24	9:44
18th & Peralta	0:01:15	0:05:15	8:05	8:25	8:45	9:05	9:25	9:45
West Oakland Sr. Ctr.	0:02:30	0:07:45	8:07	8:27	8:47	9:07	9:27	9:47
18th & Market	0:01:00	0:08:45	8:08	8:28	8:48	9:08	9:28	9:48
8th & Market	0:02:00	0:10:45	8:10	8:30	8:50	9:10	9:30	9:50
Arr. Acorn Shopping Ctr.	0:00:45	0:11:30	8:11	8:31	8:51	9:11	9:31	9:51
Dep. Acorn Shopping Ctr.	0:02:00	0:13:30	8:13	8:33	8:53	9:13	9:33	9:53
8th & Union	0:02:15	0:15:45	8:15	8:35	8:55	9:15	9:35	9:55
West Oakland BART	0:02:15	0:18:00	8:18	8:38	8:58	9:18	9:38	9:58
Direction 2								
	Stop Intervals	Route Schedule	2 Hour Sample Time Schedule					
West Oakland BART		0:00:00	8:10	8:30	8:50	9:10	9:30	9:50
8th & Union	0:02:00	0:02:00	8:12	8:32	8:52	9:12	9:32	9:52
8th & Market	0:02:00	0:04:00	8:14	8:34	8:54	9:14	9:34	9:54
Arr. Acorn Shopping Ctr.	0:00:45	0:04:45	8:14	8:34	8:54	9:14	9:34	9:54
Dep. Acorn Shopping Ctr.	0:02:00	0:06:45	8:16	8:36	8:56	9:16	9:36	9:56
18th & Market	0:02:30	0:09:15	8:19	8:39	8:59	9:19	9:39	9:59
West Oakland Sr. Ctr.	0:01:45	0:11:00	8:21	8:41	9:01	9:21	9:41	10:01
18th & Peralta	0:01:30	0:12:30	8:22	8:42	9:02	9:22	9:42	10:02
12th & Peralta	0:01:30	0:14:00	8:24	8:44	9:04	9:24	9:44	10:04
8th & Willow	0:01:45	0:15:45	8:25	8:45	9:05	9:25	9:45	10:05
West Oakland BART	0:01:45	0:17:30	8:27	8:47	9:07	9:27	9:47	10:07

The route could either be expanded to serve more territory, resulting in an increased vehicle requirement, or should be cut back in some way, perhaps by providing a bus stop along Market Street for Acorn Shopping Center rather than having the vehicle enter the center lot. Another option would include running the route up Peralta rather than deviating into the Prescott Community if travel time must be reduced enough to fit into a 30 minute module. Unlike the other routes, this alternative would best be operated every 20 minutes, using one vehicle.

Without modifications, a complete one-way loop on this route can be completed in under 20 minutes, allowing one vehicle to provide reasonably frequent community shuttle services. Adding a second vehicle would allow for service every 20 minutes in each direction, or departures from West Oakland BART every 10 minutes.

**FIGURE 5-4**  
**ROUTE D - PRESCOTT COMMUNITY, WEST OAKLAND BART, ACORN COMMUNITY, DEFREMERY PARK**



**Route E - Prescott Community, West Oakland BART, Acorn Community, Downtown Oakland, DeFremery Park**

Route E is an expanded route that covers many of the mobility needs of the community. It provides the connection between the Prescott neighborhood and the Senior Center, as well as connecting both Prescott and Acorn to the BART station, the new shopping center and downtown Oakland. The route is illustrated in Figure 5-5.

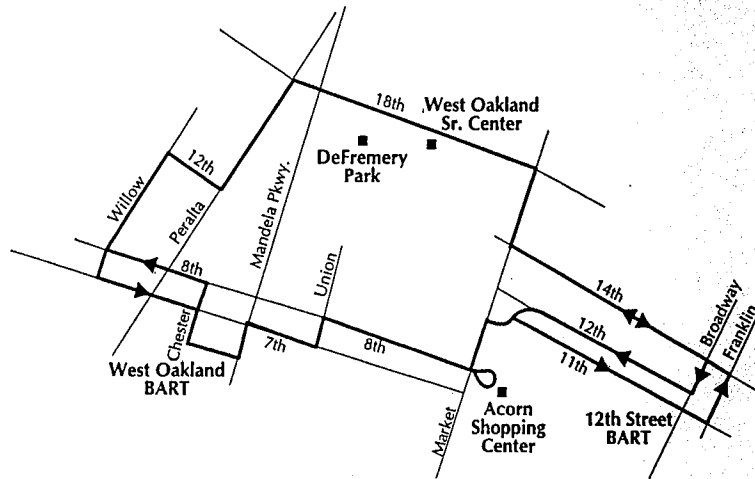
Beginning at the West Oakland BART Station, the shuttle travels through the Prescott neighborhood along 8th Street, Willow and 12th. The bus travels north on Peralta and then east along 18th Street to Market Street. The shuttle follows Market Street south to 14th Street and loops through downtown via Broadway and 12th Street, returning to Market Street at 10th to serve the Acorn Shopping Center before heading eastbound, returning to the West Oakland BART Station via 8th, Union and 7th Streets. A one-way loop in the opposite direction covers the same areas except service between Market and downtown is provided along 11th, while Franklin is traveled rather than Broadway to accommodate a left turn onto 14th Street.

This robust routing can be operated in one direction every 30 minutes. Adding a second vehicle would allow service to be operated every half hour in both directions.

The conceptual schedules shown in Table 5-7 indicate that there is sufficient time for layover and recovery at most times of day. As with the other conceptual routes, moving the Acorn Shopping Center stop out of the parking lot to Market Street would further improve overall travel times while maintaining convenient service to and from the shopping center.

FIGURE 5-5

**ROUTE E - PRESCOTT COMMUNITY, WEST OAKLAND  
BART, ACORN COMMUNITY, DOWNTOWN OAKLAND**



**Table 5-7**  
**Route E Schedule**

Direction 1						
	Stop Intervals	Route Schedule	2 Hour Sample Time Schedule			
West Oakland BART		0:00:00	8:00	8:30	9:00	9:30
8th & Willow	0:02:00	0:02:00	8:02	8:32	9:02	9:32
12th & Peralta	0:02:00	0:04:00	8:04	8:34	9:04	9:34
18th & Peralta	0:01:15	0:05:15	8:05	8:35	9:05	9:35
West Oakland Sr. Ctr.	0:02:30	0:07:45	8:07	8:37	9:07	9:37
18th & Market	0:01:00	0:08:45	8:08	8:38	9:08	9:38
14th & Market	0:01:00	0:09:45	8:09	8:39	9:09	9:39
14th & Broadway	0:03:15	0:13:00	8:13	8:43	9:13	9:43
12th & Broadway	0:00:45	0:13:45	8:13	8:43	9:13	9:43
10th & Market	0:03:00	0:16:45	8:16	8:46	9:16	9:46
8th & Market	0:00:45	0:17:30	8:17	8:47	9:17	9:47
Arr. Acorn Shopping Ctr.	0:00:45	0:18:15	8:18	8:48	9:18	9:48
Dep. Acorn Shopping Ctr.	0:03:00	0:21:15	8:21	8:51	9:21	9:51
8th & Union	0:02:15	0:23:30	8:23	8:53	9:23	9:53
West Oakland BART	0:02:15	0:25:45	8:26	8:56	9:26	9:56
Direction 2						
	Stop Intervals	Route Schedule	2 Hour Sample Time Schedule			
West Oakland BART		0:00:00	8:15	8:45	9:15	9:45
8th & Union	0:02:00	0:02:00	8:17	8:47	9:17	9:47
8th & Market	0:02:00	0:04:00	8:19	8:49	9:19	9:49
Arr. Acorn Shopping Ctr.	0:00:45	0:04:45	8:19	8:49	9:19	9:49
Dep. Acorn Shopping Ctr.	0:03:00	0:07:45	8:22	8:52	9:22	9:52
10th & Market	0:01:00	0:08:45	8:23	8:53	9:23	9:53
11th & Broadway	0:03:15	0:12:00	8:27	8:57	9:27	9:57
14th & Franklin	0:01:15	0:13:15	8:28	8:58	9:28	9:58
14th & Broadway	0:01:00	0:14:15	8:29	8:59	9:29	9:59
14th & Market	0:03:00	0:17:15	8:32	9:02	9:32	10:02
18th & Market	0:01:00	0:18:15	8:33	9:03	9:33	10:03
West Oakland Sr. Ctr.	0:01:45	0:20:00	8:35	9:05	9:35	10:05
18th & Peralta	0:01:30	0:21:30	8:36	9:06	9:36	10:06
12th & Peralta	0:01:30	0:23:00	8:38	9:08	9:38	10:08
8th & Willow	0:01:45	0:24:45	8:39	9:09	9:39	10:09
West Oakland BART	0:02:00	0:26:45	8:42	9:12	9:42	10:12

**Route F - Prescott Community, West Oakland BART, Acorn Community, Jack London Square, Downtown Oakland, DeFremery Park**

Route F is the most comprehensive of all the alternatives, as shown in Figure 5-6. It connects all of the destinations of interest in the local area, including the Prescott Community, the Senior Center, Acorn and the new shopping Center, employment and recreational opportunities at Jack London Square downtown Oakland.

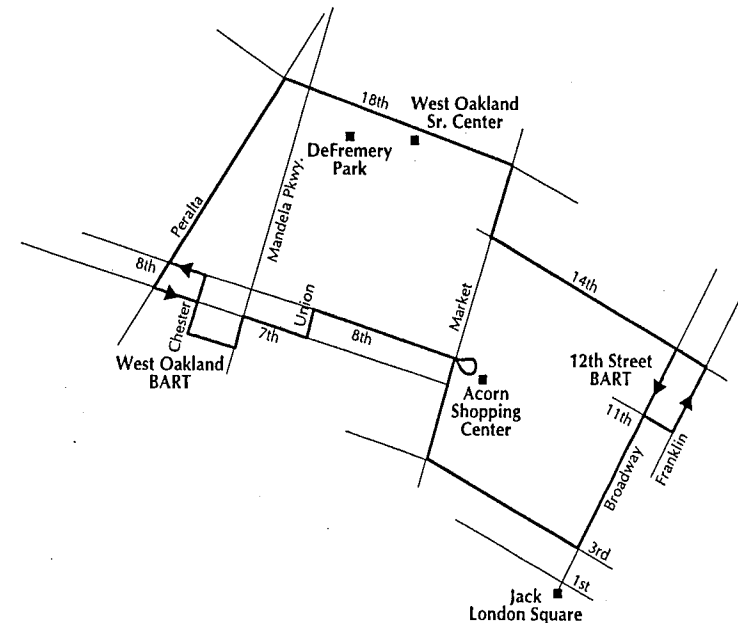
Beginning at the West Oakland BART Station, the shuttle travels up Chester to 8<sup>th</sup> Street to Peralta Street. The bus travels north on Peralta and then east along 18<sup>th</sup> Street to Market Street. The shuttle follows Market Street south to 14<sup>th</sup> Street and heads downtown. At Broadway, the bus travels south to 3<sup>rd</sup>, two blocks from Jack London Square. The shuttle follows 3<sup>rd</sup> Street to Market and follows Market to Acorn Shopping Center. From there, the bus heads eastbound, returning to the West Oakland BART Station via 8<sup>th</sup>, Union and 7<sup>th</sup> Streets. A one-way loop in the opposite direction covers the same areas except service between 11<sup>th</sup> and 14<sup>th</sup> is provided along Franklin.

Ideally, this route would operate in both directions. A one-way loop of this size is not recommended, as passengers would travel long distances out of their way in one direction. Conceptual schedules for service in two directions are presented in Table 5-8.

The schedule provides for very limited layover times at West Oakland BART. While the route could be completed in 30 minutes in each direction, this tight scheduling is not recommended. Problems with traffic, slower boardings, etc. could make such a tightly scheduled service unreliable. Minor route modifications could be implemented to improve overall running time. Eliminating the loop through the Acorn Shopping Center, while continuing to stop out in front, would reduce travel time by several minutes and would make this shuttle possible to operate within 30 minutes.

At least two vehicles are required to provide a reasonable half hourly headway in both directions. A total of four vehicles would be required to offer service every 15 minutes in both directions.

**FIGURE 5-6  
ROUTE F - PRESCOTT COMMUNITY, WEST OAKLAND BART, ACORN COMMUNITY, JACK LONDON SQUARE, DOWNTOWN OAKLAND, DEFREMERY PARK**



**Table 5-8**  
**Route F Schedule**

Direction 1						
	Stop Intervals	Route Schedule	2 Hour Sample Time Schedule			
West Oakland BART		0:00:00	8:00	8:30	9:00	9:30
8th & Peralta	0:02:00	0:02:00	8:02	8:32	9:02	9:32
12th & Peralta	0:01:00	0:03:00	8:03	8:33	9:03	9:33
18th & Peralta	0:01:15	0:04:15	8:04	8:34	9:04	9:34
West Oakland Sr. Ctr.	0:02:30	0:06:45	8:06	8:36	9:06	9:36
18th & Market	0:01:00	0:07:45	8:07	8:37	9:07	9:37
14th & Market	0:01:00	0:08:45	8:08	8:38	9:08	9:38
14th & Broadway	0:03:15	0:12:00	8:12	8:42	9:12	9:42
10th & Broadway	0:01:15	0:13:15	8:13	8:43	9:13	9:43
3rd & Broadway	0:02:30	0:15:45	8:15	8:45	9:15	9:45
3rd & Market	0:02:00	0:17:45	8:17	8:47	9:17	9:47
8th & Market	0:02:00	0:19:45	8:19	8:49	9:19	9:49
Arr. Acorn Shopping Ctr.	0:00:45	0:20:30	8:20	8:50	9:20	9:50
Dep. Acorn Shopping Ctr.	0:02:00	0:22:30	8:22	8:52	9:22	9:52
8th & Union	0:02:15	0:24:45	8:24	8:54	9:24	9:54
West Oakland BART	0:02:15	0:27:00	8:27	8:57	9:27	9:57
Direction 2						
	Stop Intervals	Route Schedule	2 Hour Sample Time Schedule			
West Oakland BART		0:00:00	8:15	8:45	9:15	9:45
8th & Union	0:02:00	0:02:00	8:17	8:47	9:17	9:47
8th & Market	0:02:00	0:04:00	8:19	8:49	9:19	9:49
Arr. Acorn Shopping Ctr.	0:00:45	0:04:45	8:19	8:49	9:19	9:49
Dep. Acorn Shopping Ctr.	0:02:00	0:06:45	8:21	8:51	9:21	9:51
3rd & Market	0:03:00	0:09:45	8:24	8:54	9:24	9:54
3rd & Broadway	0:01:30	0:11:15	8:26	8:56	9:26	9:56
11th & Broadway	0:03:00	0:14:15	8:29	8:59	9:29	9:59
14th & Franklin	0:01:15	0:15:30	8:30	9:00	9:30	10:00
14th & Broadway	0:01:00	0:16:30	8:31	9:01	9:31	10:01
14th & Market	0:03:00	0:19:30	8:34	9:04	9:34	10:04
18th & Market	0:01:00	0:20:30	8:35	9:05	9:35	10:05
West Oakland Sr. Ctr.	0:01:45	0:22:15	8:37	9:07	9:37	10:07
18th & Peralta	0:01:30	0:23:45	8:38	9:08	9:38	10:08
12th & Peralta	0:01:30	0:25:15	8:40	9:10	9:40	10:10
8th & Peralta	0:00:45	0:26:00	8:41	9:11	9:41	10:11
West Oakland BART	0:01:15	0:27:15	8:42	9:12	9:42	10:12

### 5.3 Evaluation of Shuttle Alternatives

Each of the alternatives offers a variety of opportunities and risks for implementation. The alternatives were evaluated using the following criteria:

- destinations served;
- duplication of AC Transit service;
- minimum operating cost and cost for 15-minute, bi-directional service; and
- potential for partnerships with other agencies or private interests.

Service priorities were evaluated based on shuttle objectives for "Minimum Recommended Service" and "High Frequency Service." The results of this evaluation are shown in Table 5-9.

All conceptual routes are suitable for one vehicle, although two vehicles are recommended on most routes. The "High Frequency Service" option would provide up to four vehicles on some routes.

### 5.4 Best Alternatives

Because funding is likely to play a role in determining which routing options are ultimately the most feasible, specific routing recommendations are not provided. Conceptual Routes B and E provide potentially the best service using the fewest number of vehicles. For two-vehicle service to downtown Oakland, Route B is a good option because it combines good local coverage with high frequency service.

**Table 5-9**  
**Summary Of Key Service Objectives**

Route	Other than W. Oakland BART and Acorn Neighborhood/Shopping Center, Which Important Locations Are Served?					Improve Access to Jobs?	Improve Inter-regional Connections ?	Direct Service to Jack London and Oakland Estuary?	Service Vehicles		Annual Operating Cost <sup>1</sup>		Overall		Comments
	WO Sr. Ctr.	Down-town	Prescott Area	Jack London	Total # out of 4	(1=poor; 5=very good)	(1=poor; 5=very good)		Minimum Recomm. Service	High Freq. Service	Minimum Recomm. Service	High Freq. Service	Minimum Recommended Service	High Frequency Service	
A	X				1	4	4	No	1	2	\$150K	\$465K	Good	OK	Good basic service option, but more limited coverage area.
B	X		X		2	4	4	No	1	4	\$150K	\$930K	Recommended One- or Two-Vehicle Service	Not Recommended	Recommended alternative if using 1 or 2 service vehicles. For 2 vehicles, the choice of B or E depends on community priorities.
C	X			X	2	5	5	Yes	2	4	\$200K	\$930K	Not Recommended	Not Recommended	Provides good basic service, but F is a better option for service to Jack London Square.
D	X		X		2	3	3	No	1	2	\$150K		OK	OK	Provides local circulator service, but does not serve key job locations. Should be considered if service for seniors becomes new objective.
E	X	X	X		3	4	4	No	2	4	\$200K	\$930K	Recommended Two-Vehicle Service	Recommended if J. London is not a Service Priority	Recommended alternative for 2 or 4 service vehicles. For 2- or 4-vehicle service, the choice depends on community priorities.
F	X	X	X	X	4	5	5	Yes	2	4	\$200K	\$930K	Not Recommended	Recommended if Jack London is a Service Priority	

<sup>1</sup>Minimum Recommended Service refers to the cost of providing service at least half hourly, without providing large segments of one-way coverage. This service level generally requires one or two vehicles. High Frequency Service is the level of service that can be provided with a larger investment, generally requiring up to four vehicles in service, and generally operating with 15 minute frequencies in both directions.



Because it serves the DeFremery Park area, Route E is also a good option for two-vehicle service. If significant funds are available for the West Oakland shuttle service, high-frequency service using four vehicles can be provided along Route F (such a route would ideally double as the Downtown-Jack London connector, eliminating the need for existing Broadway shuttle). Route E is recommended if service to Jack London Square is deemed infeasible or more comprehensive service for the Prescott neighborhood is ultimately preferred.

Any of the alternatives may be used to meet other objectives. Most critical of these is the opportunity to develop vanpools or other community-service-type routes providing transportation to jobs during non-traditional commute hours. For example, a vanpool group may use the vehicle for a return from work at midnight, when limited transportation alternatives exist.

### 5.5 Developing an Operating Plan

This section discusses alternatives for day-to-day shuttle service operation and options for management oversight. First, alternatives for administering the service are discussed followed by a review of options for day-to-day operations. The advantages and disadvantages of each option are presented in this section with emphasis on the operating cost and funding implications.

#### *Management Oversight*

Experience suggests that for a small transit operation, such as the proposed shuttle service, concentrating responsibility under one managing agency helps ensure responsiveness. Service stakeholders, including members of the local business community, transit riders and the operator, then have one focal point for mediating service problems.

The question of who will manage the proposed shuttle service is an important consideration. It is worthwhile noting that the management of the shuttle operation is independent from the operation of the

service. The managing agency serves as "lead agency" and provides the following primary tasks:

- **Managing the Operating Contract:** This includes operator contract oversight responsibilities, evaluation of contractor performance and assessing whether incentive payments apply.
- **Marketing the Service:** All services require an effective public information and marketing campaign. This includes developing a brochure and distribution network and preparing other marketing materials and informational pieces.
- **Applying for Funds:** There are a number of opportunities for securing public and private funding sources to help finance the service. Applying for funds, coordinating with other local agencies and businesses, following through with funding requests, and securing funding agreements is a major responsibility of the lead agency.
- **Refine Schedule and Make Routing Adjustments:** It is recognized that the proposed local shuttle service would require periodic schedule adjustments (i.e. route and stops) as new development projects are built, land-uses change and existing uses are updated.

There are three identified possibilities for the lead agency:

- the City of Oakland
- the Emeryville Transportation Management Association (TMA)
- a Nonprofit Agency

**City of Oakland.** The Department of Public Works oversees the City's Broadway Shopper Shuttle and may be interested in overseeing this proposed new shuttle service. Since the department currently operates with a "lean" staff it would require additional funding to hire the personnel necessary to administer a second shuttle service.

There are many advantages for the City of Oakland to assume the management oversight function. First, many of the potential sources to fund the service require that a public agency apply for and receive funds, an area in which the City has extensive experience. The department's funding stability and its prior experience managing shuttle transit services are other major advantages for the City to assume this management role.

Possible disadvantages of having the City of Oakland serving as the "sole lead agency" include the fact that oversight by the City may limit participation from neighborhood groups and community associations resulting in much of the decision-making resting solely with the City. These concerns could be mitigated by establishing a Shuttle Advisory Committee consisting of the major shuttle stakeholders and users.

**Emeryville Transportation Management Association (TMA).** The Emeryville TMA is a formalized public/private partnership made up of employers, merchants and developers in Emeryville. The TMA has taken over administration and marketing of the Emery-Go-Round from the City of Emeryville. The City initially served as the administrator of the service with the intention of transferring this responsibility to another entity. The transition from the City of Emeryville to the TMA occurred after about two years of Emery Go-Round service. Since the Emeryville TMA is already overseeing one shuttle service, it may be cost effective for the TMA to expand its services and assume responsibility for managing a shuttle service in the Acorn-Prescott area. The major advantage of having the Emeryville TMA serve as the lead agency is its ability to easily add another shuttle service to its existing roles and responsibilities. It is also possible that this service could be "purchased" at a lower cost than if the City of Oakland assumed this oversight role. Another major advantage is that a TMA would be well positioned to attract private funds to a shuttle service. The major disadvantage is that the Emeryville TMA, as a public/private partnership, would be unable to directly apply for public funding sources. The City or another public agency could, however, assume this responsibility.

**Nonprofit Agency.** There are a number of non-profit agencies located in the Acorn-Prescott area that may be interested in and

qualified to serve as the lead agency for the proposed shuttle service. This could include neighborhood churches such as Truevine or Beth Eden Church, or other nonprofit organizations including Sisters for Sisters, Prescott Collaborative, Jubilee West or the Bridge Housing Corporation. Given the myriad of roles and responsibilities of a lead agency, it may, however, be difficult to identify an agency that has both experience and interest in managing a shuttle service. The major advantage of a non-profit organization serving as the lead agency is the potential to secure services at "below market rates." Another advantage is that a local nonprofit agency would be "well connected" in the Acorn-Prescott community and understand the best strategies for marketing the shuttle service. A major disadvantage is that a local agency may not be eligible to apply for some public funds and may not have direct experience in transit operations.

#### *Provision of Transit Service*

Once a decision is made on the lead agency, the next question is whether to contract the operation out to a private contractor or have a public agency provide day-to-day operations. New services often find it is better to contract out the service because it places the responsibility for the hiring of drivers and management staff, maintenance of the vehicles, acquisition of insurance, and other associated tasks in the hands of a private contractor. The decision to seek a private contractor is in part dependent upon the designation of the lead agency. If, for example, the TMA serves as the lead agency, then an "outside" contractor must be sought because the TMA is not in the business of day-to-day operations. The TMA could, however, contract with a public agency such as AC Transit for the provision of service. Should the City of Oakland assume the management role, then day-to-day operations could be handled either by a public operator (the City or AC Transit) or through a private contract agreement.

There are two potential operators identified under the public operation scenario: the City of Oakland and AC Transit.

**City of Oakland.** The City of Oakland currently contracts for its Broadway Shopper Shuttle. The City of Oakland does not have the staffing levels or the expertise to take on the responsibility for day-to-day operation. To take on this new function would require additional staff for operations and management. Given the small size of shuttle operations and the myriad of responsibilities associated with daily operations, it would not be practical for the City to take over the operation of the proposed new shuttle services.

**AC Transit.** The second potential operator of the proposed shuttle service under a public operation scenario, is AC Transit. AC Transit has experience in operating shuttle services through its contract with the City of Alameda for Route 42 connecting Alameda with the 12<sup>th</sup> Street BART station. The agreement between AC Transit and the City of Alameda is currently being negotiated. In previous agreements, the unit price was \$55 per hour. Operating costs are usually higher under a public operation than under a private contractor arrangement, however under this unique arrangement the hourly costs are lower than AC Transit's typical hourly costs because the vehicles are provided by the city. A decision whether to buy vehicles has not been made, but will have an influence on the operating costs.

**Private Contract Operation.** In a private contract operation alternative, the proposed shuttle service would be operated by a private transit contractor. Generally, a private contract operation is viewed as more cost-effective (i.e., a lower cost per vehicle mile or vehicle hour) than a publicly operated system. The Emery Go-Round, the Menlo Senior Shuttle and the Broadway Shopper Shuttle are all operated by private contractors. The average cost per hour for these services is \$50. In these examples the contractor is supplying the vehicles. The actual cost of operations will depend on the specific hourly rate negotiated with the selected contract operator for the proposed West Oakland shuttle service.

There are several different private contractors that would likely be interested in bidding on this type of service. In addition to the traditional transportation vendors, there is the potential for the term "private contractors" to be expanded to include other agencies, be

they private for-profit or private nonprofit organizations. These could include agencies that want to develop partnerships with the West Oakland shuttle service. For example, local agencies such as churches or other private non-profit social service agencies may be interested in operating a shuttle service. The major advantage to this type of arrangement is that it may be possible for services to be provided at "below-market rates" while at the same time provide jobs for West Oakland residents. To generate interest in the day-to-day shuttle operations and attract a wide variety of potential bidders, West Oakland is encouraged to "shop" for a competitive and responsive contract operator.

#### *Other Opportunities*

In addition to the six shuttle service options, there are other opportunities to improve mobility options for residents in the Acorn-Prescott neighborhood. While the shuttle service is primarily designed to enhance mobility within the Acorn-Prescott neighborhood and to link this area with the West Oakland BART station, there are other opportunities which could improve mobility to job sites in the airport area. For example, the vehicles used for the daytime shuttle service could be "leased" to a contractor for late night service when there are no other transit options available. This could take the form of a vanpool service or a more formalized arrangement for providing an "owl" service at shift change time. The vehicles could also be leased on a short-term basis to pre-qualified individuals who could operate a specialized service for residents when AC Transit service is infrequent, including weekends and during evening hours.

## 5.6 Funding Element

This section identifies funding opportunities to support the proposed shuttle service. This financial element is not intended to serve as a committed financial plan since there are currently no funds programmed or committed to this service. The purpose of this financial element is to identify potential funding sources which should be pursued by the project lead agency. The peer review at the beginning of this chapter revealed that one of the challenges for shuttle services operating elsewhere in the Bay region is to secure a

## COMMUNITY SHUTTLE PLAN

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stable source of funding. To be successful in the financial and proposed service should be developed as a partnership between public and private entities with funding sources reflecting the partnership. Another strategy is to pursue funds that are intended to improve mobility for residents transitioning from welfare to employment. Table 10 summarizes the potential for obtaining funds from a variety of funding sources. There may be other sources of funding not included in this table, such as City of Oakland services. Also, passenger fares are a potential funding source.

### **5.7 Shuttle Implementation**

A number of factors affect implementation for the proposed West Oakland shuttle service, the most evident of which are arrangements for system operation and oversight, and securing agreements. There are four major program components for implementing a West Oakland shuttle service: 1) administrative governance; 2) financial; 3) planning and marketing; and 4) operations. Each element is summarized below.

#### ***Administrative/Governance***

The first step is to determine an appropriate entity to serve as the lead agency for administering the proposed shuttle service. To continue local community participation in the planning and implementation process, it may be beneficial to establish a community advisory committee to provide input and advice during this critical phase.

#### ***Financial and Fare Policy***

The next critical step is to develop a funding strategy and aggressively pursue funding commitments. Given the difficulty of securing funding commitments and the lead time required, particularly for grants, this step should be initiated as early as possible. Pursuing private sector contributions should be a high priority. It is important to meet with merchants and employers to determine their interest and support for a West Oakland shuttle service. Ultimately, the level of funding commitments will

**Table 5-10  
Shuttle Funding Potential**

Funding Source	Capital/Operating Funds	Process For Funding	Likelihood of Receiving Funds	Issues/Notes
TEA-21 (includes Access to Jobs and Transportation and Community System Preservation Funds)	Transit Capital Operating Funds may be limited	Through the Alameda CMA/MTC and FTA for discretionary grants	Medium	Funds available through CMA, MTC, FTA and City of Oakland
Transportation Fund for Clean Air (TFCA) (AB 434)	Capital or Operating	Competitive Process through the BAAQMD and CMA	High	To receive funding will require close cooperation with AC Transit and City of Oakland
Transportation for Livable Communities (TLC)	Planning or Capital (no Operating)	Competitive process through MTC	High	Small grants available for projects that link transportation and community needs.
Private Contributions	Capital or Operating	Negotiations with merchants and employers	Medium	Negotiated on a case-by-case basis
Measure B Reauthorization	Operating	Through AC Transit if seeking funds for transition from welfare to work	Medium if Measure B is eventually reauthorized	Requires voter reauthorization of Measure B funds
City Empowerment Zone Funds	Capital or Operating	City of Oakland applies for federal grant funds. If successful, city develops plan for allocating funds.	Medium	Shuttle service would need to demonstrate if promotes economic development
Homeowner Association Fees	Capital or Operating	Negotiation with future homeowners associations	Low	Private contributions
Petroleum Violation Escrow Account (PVEA) Grant	Capital	Highly discretionary funds; will require endorsement by local legislator for state legislation.	Low	Project should relate to clean air transportation

6.0 APPENDIX

6A COMMUNITY MEETING NOTES  
6B PROJECT COST ESTIMATES



**6-A COMMUNITY MEETING NOTES****COMMUNITY MEETING NOTES**

Community Meeting #1: OHA Community Room, Union Street

Community Meeting #2: OHA Community Room, Union Street

Community Meeting #3: Cambell Village Comunity Room, Willow Street

Community Meeting #4: OHA Community Room, Union Street

# VAN METER WILLIAMS POLLACK

ARCHITECTURE ■ URBAN DESIGN

May 18, 1998

## Prescott / Acorn Neighborhood Transportation Plan #9815

### Community Meeting # 1: MEETING NOTES

Following is a synopsis of Community meeting #1 held at the OHA (Oakland Housing Authority), in Oakland, CA. from 6pm to 8pm on May 11th, 1998.

#### Present:

Janet Patterson	Acorn Resident Council and Steering Committee
Karen Frick	MTC
Laura Simpson	City of Oakland
Michelle Hightower	City of Oakland
Bonnie Nelson	Nygaard Consulting
Deborah Dagang	DKS Associates, Inc.
Rick Williams	Van Meter Williams Pollack
Rennain Garnes	Van Meter Williams Pollack
Community	Approx.. 25+ residents of the Acorn / Prescott Community
	Residents were primarily women and middle-age /seniors

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#### Introductions.

Opening introductions explaining the purpose for the meeting and future meetings was made by representatives involved in the project. The agenda and intent of each meeting was laid out along with further introductions of the panel and community members.

#### Questions and Answer Session.

Primary purpose behind this session was to begin the **need assessment phase** for the neighborhood. Information from residents was gathered; the typical things they do within and outside the neighborhood along with when and how do they get to those places. Barriers and problems that complicate and / or prevent residents activities were discussed. Solutions to some of these problems were speculated on.

#### Where Do You Live?

St. Mary's:	8
14th St. & MLK	1
8th & Adeline	5
10th & Linden	1
10th @ Mandella	4
8th & Market; Senior Housing	1



### No. of persons who work

<u>Where</u>	<u># of People</u>	<u>Mode of transport</u>	<u>When</u>
Martinez	1	Car	Std.
10th & Filbert	1	foot	
18th Adeline	1	Car	
Berkeley	1	Car	
8th & Pine	1	Bus lines 13/82	

### Shopping

#### Groceries

7 people do their grocery shopping during weekday, everyone else grocery shop on the weekend.

Alameda Luckies, Emeryville Pak n. Save, Broadway Grocery Outlet and 51st St. Pleasant Valley (Safeway and Payless), Rockridge (Safeway and Luckies), Berkeley and Fruitvale are typical destinations for food shopping. Safeway, Grocery Outlet, Pack & Save are the destination stores.

Typical modes of transportation include car, bus, Bart and for St. Mary's residents, there is a pickup van (which at present is in need of a driver).

7 community members take the bus regularly to get their groceries. For those who prefer to shop in Emeryville, getting there on the weekend is difficult as the 14 bus does not run.

#### Banking, Cloths and other shopping

Residents tend to explore further out for this type of shopping. San Francisco, Berkeley, Hill Top, Hayward etc. Public transit, and private cars are utilized for these trips. The Senior Centers have periodic bus trips to certain destinations.

### School / Education, includes participants children and grandchildren

Fremont High School	Bus
East Oakland	Bus
Cole & McClymonds	Walk
Senior Center; West Oakland	Bus
Richmond High	Bus
Second Start, Downtown	Bus

#### Medical Care

<u>Time period</u>	<u>#</u>
6 Months	all
3 Months	1/2 the room
1 month	5

<u>Where</u>	<u>#</u>
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98th & E. 14th	1
W.O. Clinic	3
Alta Bates	2
Over 60 Clinic; Berkeley	1
Highland	3
<u>Modes of Transport</u>	<u>#</u>
AC Transit	6
Foot	4
Car	8

## Church

8 persons from the group attend church regularly

Alcatraz	Bus
Williams @ 14th St.	Car
7th & Jefferson	Car
12th & Lyndon	Car
1827 MLK	Car
Beth Eden	Car

## Barriers and Difficulties

Transit Tickets (taxi tickets) provided by the Commission on Aging.

Only 12 per month are given, each worth 8 miles. They are usually kept for emergencies as they can be used up in one outing.

## AC Transit

- 1 Insufficient ADA service. Limited senior seating.  
On many occasions, younger healthier people refuse to surrender seats to disable persons when the bus is full. Drivers do not enforce this rule.
- 2 Some lines do not run on weekends or deep enough into W.O.  
During the later hours of the evening, the bus service is infrequent or ends.
- 3 One church in Berkeley that was a church for many decades for some community members on the 88 bus line no longer has a bus line that runs near it.
- 4 It is difficult to access customer service at AC transit.
- 5 Buses do not stop near major destinations.

## Parking

Many people who have cars are forced to drive because there are no direct bus lines to downtown and many other major transit connections. But when forced to drive parking is hard to find and expensive.

## Truck Traffic

— Noise and fumes are intolerable.  
Difficult intersections at 7th & Woods  
Impacts on trash and clean up.  
Trailer parking. (has gotten better after complaints and more police enforced ticketing.  
Barrier to Acorn Shopping Center.

### **Why A Shuttle**

Direct connection:  
For children  
Quick access to downtown and Jack London Square  
To major shopping centers  
Limits walking distances with groceries

Run when AC Transit does not.

Enhance the Area Identity by providing a regular connection to other Transit Service

To run peak hours and on weekends, frequently.

### **The shuttle should....:**

Be accessible  
Take AC Transit transfers  
Go to W.O. Bart

### **Good aspects of AC Transit**

It is clean  
Has many connections at 14th & Broadway to many lines.

**Note:** It was noted that there will be a few hundred more families in the Acorn / Prescott community when the housing developments are completed and these should be taken into account when evaluating the appropriateness or feasibility of any transit service improvements.

The above summary of the Community Meeting is based on notes and recording of the meeting. If there is a discrepancy or question regarding this summary please notify VMWP in writing.

Sincerely,



Rick W. Williams  
Architect

# VAN METER WILLIAMS POLLACK

ARCHITECTURE ■ URBAN DESIGN

June 29, 1998

## Prescott / Acorn Neighborhood Transportation Plan #9815

### Community Meeting # 2: MEETING NOTES

Following is a synopsis of Community meeting #2 held at the OHA (Oakland Housing Authority), in Oakland, CA. from 6pm to 8pm on June 8th, 1998.

#### Present:

Janet Patterson	Acorn Resident Council and Steering Committee
Karen Frick	MTC
Michelle Hightower	City of Oakland
Bonnie Nelson Nelson	Nygaard Consulting
Deborah Dagang	DKS Associates, Inc.
Rick Williams	Van Meter Williams Pollack
Rennain Garnes	Van Meter Williams Pollack
Community	Approx. 30+ residents of the Acorn / Prescott Community
	Residents represented wider range of residents than Mtg. #1.

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#### Introductions:

Opening introductions explaining the purpose for the meeting and future meetings was made by Michelle Hightower, Janet Patterson and Rick Williams. The agenda and intent of this meeting was laid out along with further introductions of the panel and each community member.

#### Purpose:

Primary purpose behind this session was to focus the **need assessment** for AC Transit Service and potential Shuttle Routes and other issues.

**Transit Planning 101:** Bonnie Nelson presented the main issues around transit planning and discussed them as:

1. Coverage vs. Frequency
2. Route Length vs. Frequency relative to COST \$
3. Duplication of Service -  
"Connectivity for majority of people" vs. "Everyone to Everywhere"
4. Combining of Land Uses ... Origins and Destinations
5. Main Goal; Serving the Majority Well!

### **AC Transit Discussion:**

Deborah Dagang then presented the existing AC Transit Routes and a possible / preliminary routing variations which may better serve the West Oakland Community.

The discussion was lively and informative: The summary is:

- Although the route maps give the appearance of a substantial level of transit service in the area there is a general perception that the service quality is lacking in frequency (particularly at night) and to major desired destinations to jobs, particularly late night shifts and owl service.
- The potential re-routing of service within W.O. noted the problem of connections to major destinations. Example: the replacement of the 62 with 14 may have provided better internal service, but the external destination of Highland Hospital is a major need and a perceived loss with a modification of that service. possibly the 62 could be rerouted only internal to West Oakland to reflect the traffic changes which have occurred in the neighborhood.
- The Route 62 is believed to be the most successful route within West Oakland. Its frequency and general reliability and its destinations (particularly to Broadway and to Highland Hospital makes it the most useful. Although the alternative 14 did not go to Highland the 11 does go to Highland Hospital but is not as direct as the 62.

It should be noted that the 62 passed by the meeting place at regular frequencies throughout our meeting.

- Major needed destinations may be Employment Destinations such as: Airport, UPS and Fed Ex, KMart, 98th and Hegenburger (New Fed Ex), Laney College and Fruitvale BART.
- Also Oakland Schools which do not have bussing: McClymonds H.S. (Skyline H.S. has a substantial AC Transit service) and particularly Laney College for evening Courses. The 82 bus proceeds within a 1/2 block on McClymonds currently.
- One of the routes suggested crossing Mandela at 10th. The 10th Street / Mandela crossing is to be closed in the new plan. An Alternative to this routing will be reviewed.
- There was concern in combining the 13 with the 16 and 82 that the W.O. Army Base be adequately served when development begins.

There is a discussion of AC Transit possibly adding a Trans Bay Route "A" to the W.O. Airport via Alameda: If the route could deviate to Seventh Street it could connect the community to services and job at the airport and Alameda with minimal difficulty and added cost to AC Transit.

- It is noted here that the conversation was very constructive and was also very understanding of AC Transits attempts to bring a high level of service to the Community.

### **Shuttle Service:**

Bonnie and the Community then discussed the issues above relative to Shuttle Service and the residents desires; The summary is as follows:

- The community in general thought of the shuttle service as a supplement to AC Transit; do to a perceived reliability problem particularly at off peak and evening hours.
- Minimum reasonable frequency is 15 to 20 minutes.
- Given Frequency vs. Hours ? - Frequency is of greater importance.
  - However is difficult to have late service that is not frequent.
- For midnight to morning service Door to Door service with a van pool may be a better option and would possibly be employment based.
- There could be future employment based expansion of the shuttle service to West Oakland Army Base.
- Weekend Service is more important than late evening service.
- Service Span: 6am to 11 pm could handle all but owl service.

#### Shuttle Routes:

Bonnie Nelson then presented a number of alternative shuttle routes (see attached)

The summary of this discussion was:

- This group felt that the Broadway shuttle provides a JLS connection from 14th and Broadway and a JLS service was not as necessary as 14th Street, Although they understood that it may attract funding sources.
- The group defined an additional shuttle route which encompassed the three alternatives nick-named "BIG BLUE"; which serves W.O. BART eighth street to Acorn Center, 14th and Broadway and Jack London Square as well as west of the Mandela Parkway, through the Prescott neighborhood.
- It was and is difficult to think of the Shuttle as "gap filling" service because its ridership would be low and its hours more similar to "owl service" thus a full service shuttle was the only option which could be generally discussed in a comprehensive manner.
- a primary desire is to have service which assists residents (particularly mothers) in getting to work although other destinations such as Laney College were also noted.

#### How to pay for it?

- Bonnie Nelson noted that part of the study will be a cost summary for the initial costs as well as on-going costs associated with running a shuttle service. It would suggest some alternatives for who manages and administers the service as well as some potential funding sources including:
  - City
  - Bay Area Air Quality Management District through Grants
  - Port and/or BART; particularly with connection between JLS and W.O. BART.
  - Fares (minimally) and would require an AC Transit Transfer.
    - The issue of competing with A.C. Transit was discussed.
  - Portion could be funded in the future by the W.O.A.B. development costs.
  - Other potential Transit Grants, such as Welfare to Work programs etc.

The above summary of the Community Meeting is based on notes and recording of the meeting. If there is a discrepancy or question regarding this summary please notify VMWP in writing.

Sincerely,



Rick W. Williams  
Architect

# VAN METER WILLIAMS POLLACK

ARCHITECTURE ■ URBAN DESIGN

August 6, 1998

## Prescott / Acorn Neighborhood Transportation Plan #9815

### **Community Meeting # 3: MEETING NOTES**

Following is a synopsis of Community meeting #2 held at the Campbell Community Center, in West Oakland, CA. from 6pm to 8pm on July 15th, 1998.

#### Present:

Janet Patterson	Acorn Resident Council and Steering Committee
Karen Frick	MTC
Michelle Hightower	City of Oakland
Deborah Dagang	DKS Associates, Inc.
Rick Williams	Van Meter Williams Pollack
Rennain Garnes	Van Meter Williams Pollack
Community	Approx. 30+ residents of the Acorn / Prescott Community
	Residents represented wide range of residents.

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#### **Introductions:**

Opening introductions explaining the purpose for the meeting and future meetings was made by Janet Patterson, Michelle Hightower and Rick Williams. The agenda and intent of this meeting was laid out along with further introductions of the panel and each community members.

#### **Purpose:**

Primary purpose behind this session was to focus on Streetscape Improvements to better connect the community to transit and improve pedestrian connections throughout the neighborhood. A summary of the shuttle routes and issues as well as recommendations to be made to AC Transit were discussed and questions answered.

A questionnaire which summarized questions asked at previous community meetings was filled out by all attendees and a summary is provided (attached)

#### **Issues Regarding Funding:**

Rick Williams presented the overall agenda and discussed how the various projects discussed may be funded in the future.

He emphasized that the study, funded through MTC did not include funding for AC transit, a shuttle or streetscape improvements.

Funding for any of these improvements would require support of the project by the City, BART, AC Transit and/or other organizations which would then have to "champion" the project, apply for funding to sources identified in the study, or others. These would generally then be evaluated in what is becoming an ever increasingly competitive competition for limited funding. The MTC may be one of the better funding sources for streetscape improvements and other physical projects, where AC Transit and the City may look to the CMA, and public/private partnerships and other sources for such projects as shuttles services and other gap filler transit service.

The emphasis was placed on these projects needing support from the community and the City as no funding has been promised for any project at this time.

#### **AC Transit Discussion:**

Deborah Dagang then summarized the findings of the previous meetings regarding the existing AC Transit Routes and a possible / preliminary routing variations which may better serve the West Oakland Community.

The discussion was lively and informative: The summary is:

- Although the route maps give the appearance of a substantial level of transit service in the area there is a general perception that the service quality is lacking in frequency (particularly at night) and to major desired destinations to jobs, particularly late night shifts and owl service.
- There is a feeling that the routing creates the need for too many transfers making it inconvenient and time consuming to get to distant destinations, such as the airport etc.
- The Route 62 is believed to be the most successful route within West Oakland. Its frequency and general reliability and its destinations (particularly to Broadway and to Highland Hospital makes it the most useful. **DONT CHANGE THE 62!**
- Major needed destinations may be Employment Destinations such as: Airport, UPS and Fed Ex, KMart, 98th and Hegenburger (New Fed Ex), Laney College and Fruitvale BART.

There is a discussion of AC Transit possibly adding a Trans Bay Route "A" to the W.O. Airport via Alameda: If the route could deviate to Seventh Street it could connect the community to services and job at the airport and Alameda with minimal difficulty and added cost to AC Transit. It would have to be connected to a shuttle or other connection to the neighborhood.

**The New AC Route to the Airport was discussed as a potential connector to the jobs in those locations and a recommendation to AC Transit regarding this would be made.**

#### **Shuttle Service:**

Deborah and the Community then discussed the issues above relative to Shuttle Service and the residents desires; The summary is as follows:

- More than any other group this group tended to drive more frequently and the convenience of driving may outweigh the need for a shuttle.
- The community in general thought of the shuttle service as a supplement to AC Transit; do to a perceived reliability problem particularly at off peak and evening hours.
- Minimum reasonable frequency is 15 to 20 minutes.



- Concern was that the busses are filled with children, and makes trip unpleasant and inconvenient and difficult for seniors. (Would shuttle preclude children? NO.
- For midnight to morning service Door to Door service with a van pool may be a better option and would possibly be employment based.
- There could be future employment based expansion of the shuttle service to West Oakland Army Base.
- Weekend Service is more important than late evening service.

#### **Shuttle Routes:**

Deborah then presented four alternative shuttle routes

The summary of this discussion was:

- This group felt that the Broadway shuttle provides a JLS connection from 14th and Broadway and a JLS service was not as necessary as 14th Street, Although they understood that it may attract funding sources.
- Didn't think of BART as their own and did not think that they stopped their frequently as with a transit hub.
- Shuttle should go to swans market along the way to downtown. (Many routes shown do.)
- Shuttle should go to health centers outside of the area particularly for seniors.
- Rick noted that prelim. timing of the routes appeared to be favorable and that 30 min. headways would be achievable if funding becomes available and 15 min. headways would be associated with cost and funding availability for more busses, riders etc.

#### **Streetscape Projects**

##### **Market Street Bike Lanes**

Rick Williams presented a proposal by the Oakland Public Works Department represented by Dr. Jeeva to take the excess lanes on market street from 7th St to 18th Street and remove the "breakdown lane" and place on street parking and a class 3 bike lane on each side of the street. This would still provide two traffic lanes in each direction, which is more than adequate for the small amount of traffic on Market Street now or anticipated in the future.

#### **Comments:**

- The attendees did not look favorably on this proposal due to a number of issues:
- As drivers they felt that the narrower streets would make turning difficult.
- They attendees did were not bike users and saw no value in having the bike lanes.
- They were concerned that it would take funding away from Mandela Parkway bike lanes.
- They had little or no interest in connecting Jack London Square and the third/2nd Street bike lane to West Oakland.
- Attendees noted that the bike lanes on West Street, was a poor example of bike lanes and that they created congestion for the autos.
- Residents who came late to the meeting (bike enthusiasts) were in complete support of the proposal and were disappointed at the other responses. They noted that there is a growing community of bicyclists in the Prescott neighborhood who have difficulty riding in the neighborhood do to trucks, fast cars, lack of bike paths and one way 8th street.

#### **Responses to these comments included:**

- This project would be done at little or no cost except through t he maintenance program as the road was scheduled to be resurfaced. (Dr. Jeeva)

- This project would have no impact to the funding or quality of the Mandela Parkway project as it is totally separate sources. (M. Hightower)
- The roadway is currently designed for 10 times the anticipated capacity of Market St. and would help to slow down traffic and trucks without being a safety issue.
- A good example of new bike lanes is on Telegraph above 51st Street. RW will review this design for an application in this area.
- RW noted that this proposal tied in well with the 8th street pedestrian connection to the Acorn Shopping Center and that a bikeway on 8th Street was a possibility.
- RW was also told that the developer of the new single family homes adjacent to market Street (OCHI) had told the PWD that they were in favor of the proposal.

### **Transit Access Projects**

Rick Williams then presented the ten various streetscape projects to the community: The attendees were asked to prioritize the various projects and each did submit a priority sheet which has been summarized in the attached sheet. The more general discussion of the various issues is noted below:

#### **8th St. as One Way?**

##### **Comments:**

- Residents feel that the one way street diminishes traffic on that street.
- The speed should be slowed by putting up slower speed signs
- There is a problem that people drive the wrong way down the street  
- Should put up more signs noting one way traffic.

##### **Response**

- The one way street was put into place when it was an on-ramp to the freeway.
- The one way street speeds up traffic as they do not have to worry about traffic and the street is wide, with multiple lanes in one direction.
- The speed is further created by having parking on only one side of the street in some areas, giving the driver less concern about cars pulling out or parking etc.
- The small amount of traffic which is one the street does not warrant a one way street and makes accessing the Acorn Market and providing local shuttle and bus routing difficult.
- If 7th Street ever emerges as a commercial street again it will require that 8th St. become two way to facilitate some circling of the block by potential shoppers etc. This is typical of all successful neighborhood shopping streets in Oakland.

### **Street Trees and Pedestrian Street Lighting**

##### **Comments:**

- Complete support for street tree program and street lighting program which provided trees for beautification and more frequent lighting on both sides of the streets for safety and appearance.
- There was some concern regarding tree/sewer conflicts
- There was some concern regarding necking down of the intersections as part of a bigger discussion of wide vs. narrow streets:
  - The community comments noted that they had fought very hard for wide open streets.
  - They felt signage not design would better slow traffic.
  - They felt they had difficulty negotiating tight intersections (ie. they would have to slow down)

**Issue:** There needs to be more meetings with the community through a different forum to garner their support for the concept of street designs which will slow traffic and make walking through the neighborhood a more pleasurable experience. When the new housing is occupied there may be a greater desire for dealing with some of the traffic design issues around the retail center as well as at the 8th and Adeline Intersection.

The 10 projects are consistent with the concept of using the street design to slow traffic and the projects did garner positive support by the attendees.

**Project #1: Bridge Improvements:** received positive support which was surprising as the meeting was held furthest from the bridges and residents would be less likely to walk to downtown. The bicyclists were very supportive in conjunction with the Market St. bikeway. Everyone appreciates the Emeryville 40th St. Bridge.

**Project #2: Pedestrian Crossing at Acorn Center:** Had support from the community and EBALDC the developer for the project. OCHI the housing developer has also expressed support.

**Project #3: 8th Street Pedestrian Improvements:** Great support for 8th St. as the main pedestrian path. Some concern with the necking down of intersections. Great support for alternative and additional street lighting and trees.

**Project #4: Adeline Street and other Intersections:** No particular comments regarding the existing market except that people do use it and they see a need for the market regardless of whether the Acorn shopping center is re-opened. The crossing is definitely thought of as a major crossing in the neighborhood.

**Project #5: BART AC Transit Plaza:** Although heavily used the transit plaza is used most by non-residents waiting for AC Transit transfers from West Oakland BART. Everyone felt that it was an important project as an entry into the neighborhood. Everyone likes the Emery Bay shelters.

**Project #6: 7th St./ Center Pedestrian Improvements:** The 7th St. crossing is difficult in part due to the poor light timing even with the pedestrian signals the wait time is long. streetscape improvements were viewed as important and the City thought that the example of development along 7th was most appropriate.

**Project #7: 7th St. Commercial Main Street Improvements:** Unanimous support for the pedestrian improvements along 7th Street. There was surprising understanding that these improvements should be put in place when new development begins rather than as a catalyst prior to the first project.

**Project #8; Bike Path Extension from JLS to Mandela Parkway:** There was little support for the bikeway improvements in general, although there was an understanding that 3rd. St. extension to Mandela Parkway is a high priority for the City.

**Project #9: Typical Residential St. Intersection (Example: Peralta Street):** There is some consistent concern regarding Bulbed Intersections, but they do like the improved (more safe) crosswalks, particularly around the schools. If other intersections are deemed problematic then a similar design could be applied.

**Project #10: Prescott Neighborhood Streetscape Improvements:** The one way traffic most greatly impacts this project. The Prescott neighborhood portion of 8th St. has the greatest landscape strip for street tree planting. Everyone was in general support of the streetscape program but not of changing traffic to two way.

**Other projects:** These same projects could be implemented in other streets and areas for example the South Prescott neighborhood could support streetscape improvements which connect BART with the South Prescott Neighborhood Park.

The prioritization of the various projects listed above is attached.

The above summary of the Community Meeting is based on notes and recording of the meeting. If there is a discrepancy or question regarding this summary please notify Rick W. Williams of VMWP in writing.

Sincerely,

A handwritten signature in black ink, appearing to read "Rick Williams", with a long horizontal flourish extending to the right.

Rick W. Williams  
Architect

# Acorn • Prescott Neighborhood Transportation Plan

for the  
Metropolitan Transportation Commission

Van Meter Williams Pollack

Architecture • Urban Design

Nelson Nygaard Consulting

DKS Associates

## Summary of Questionnaire Responses

Please answer as many of these questions as you feel are appropriate.

1. Where do you live? Cambell Village - 7; Acorn/Adeline-6; Peralta/10th-2; 1700 10th -2;  
Magnolia St.; 8,9th / Pine; 14th / Alice; 10th/Willow; 19th Market.
2. Where do you work? Food Co - El Cerritto - B/B Disabled; St Pat. Church - W; Richmond - D;  
D.T. Oak - W; D/T Oak. - D; Alta Bates - B/B; 7th St.-W/D; Soc. Sec. Off. - B;  
Martinez - D; Berkeley - D; Alameda - B; B (NONE MORE THAN 3)
3. Where do you regularly go shopping? Rockridge and Berley Safeway-B-1,D-3;  
EM. Bay /Alameda Luckies and S.S.Ctr. - D-2, B - 2; Berley Bowl - D - 1;  
Oakland - B/B-4, D-1; Luckies, Pac NSav - D-4; Hayward, San Leandro/Richm- D;  
Safeway - D; Army Base - 1. .
4. Where do you go for entertainment? EV.-4-D; JLS-D-3,B-2; Oakland movies - B-3;  
S.F.-BART-2; Downtown Oak -D-4, Flea Mkt B-1, A's BART-2, Church - D-2, Art-B-2;
5. Where do you or your children go to school? McClym. W-2, Cox E.S.-D-2,  
Lowell W-2; MLK/Cole -W/B-1, H.S.-Bus; Oak Tech - 3; Laney-Bus-2,  
St Mary's-D-3; MLK - W-1.; Grad School -B-1
7. Where do you go for medical care? Kaiser - D-4, B-5; Pill Hill /Summit- D-3; B-2  
3300 Webster -Bus-1; West Oakland H.C.- D-1; D.T Oak - D-1; Alta Bates - D-3; East Oak -B-2;

Other Major Destinations using AC Transit or BART? Coliseum - BART; S.F. -  
BART; D.T.Oak - BART; Oak Airport - BART/D; General Shopping  
Drive Dest: Great Am.; Marine World, Pier 39; S.F.

for the  
**Metropolitan Transportation Commission**

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Nelson Nygaard Consulting  
DKS Associates

**Please note your preference for each of the proposed projects discussed.**

**Prioritize Projects: 1=High, 2=Medium, 3= Low**

15                      30                      45

- |     |  |   |    |
|-----|--|---|----|
| 1.  | 11th & 14th Street Bridge Lighting and Railing           | M | 24 |
| 2.  | Pedestrian Crossing at Acorn Shopping Center             | H | 22 |
| 3.  | 8th Street Pedestrian Improvements                       | H | 21 |
| 4.  | 8th and Adeline Intersection and Pedestrian Improvements | L | 29 |
| 5.  | BART Station Plaza / AC Transit Center                   | M | 26 |
| 6.  | Center Street Pedestrian Improvements                    | M | 25 |
| 7.  | 7th Street Commercial Main Street Improvements           | M | 25 |
| 8.  | Bike Lanes and Third Street Extension                    | L | 37 |
| 9.  | 8th and Peralta Streets Intersection Improvements        | H | 21 |
| 10. | 8th Street Improvements (North of Mandela Parkway)       | M | 24 |

A. Willow Street, Peralta or Center Street Improvements? H 21

B. 10th or 12th Street Improvements? M 25

C. Other projects similar to these you would like to see?

C. Answers: Trucks Routing, Ped. Bridge o/ 7th St., Pine Street Improvements

# VAN METER WILLIAMS POLLACK

ARCHITECTURE ■ URBAN DESIGN

November 9, 1998

## Prescott / Acorn Neighborhood Transportation Plan #9815

### **Community Meeting # 4: MEETING NOTES**

Following is a synopsis of Community meeting #4 held at the Oakland Housing Authority, in West Oakland, CA. from 6pm to 8pm on October 28th, 1998.

#### Present:

Janet Patterson	Acorn Resident Council and Steering Committee
Karen Frick	MTC
Michelle Hightower	City of Oakland
Deborah Dagang	DKS Associates, Inc.
Rick Williams	Van Meter Williams Pollack
Community	Approx. 20+ residents primarily of the Acorn / Prescott Community

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#### **Introductions:**

Opening introductions explaining the purpose for the meeting and future meetings was made by Janet Patterson, Michelle Hightower and Rick Williams. Council member Nancy Nadell opened the meeting thanking everyone for attending and encouraging everyone to participate actively in the meeting. The agenda and intent of this meeting was laid out along with further introductions of the panel and each community members.

#### **Purpose:**

This final meeting for the Acorn / Prescott Transportation Plan is to provide a summary of the recommendations in the Plan, elicit final input and comments and to present the final public process for the City of Oakland in the coming months.

Janet Patterson summarized at the end of the meeting that Michelle Hightower could anticipate receiving letters of support from the West Oakland District Council and the Acorn Resident Council.

#### **McClymonds High School Meeting:**

Karen Frick, MTC summarized her meeting with the McClymonds High School students. Her summary concluded that:

1. Getting to the Emeryville Theatres was more useful to the kids as the movies in Emeryville are liked more by the students. Nancy Nadell commented that there is a plan for additional theatres in downtown Oakland.
2. None of the AC transit routes access McClymond H.S. very well.
3. Its difficult to get around by bus in the evening hours and especially on weekends.

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## Streetscape Projects

Rick Williams then presented the twelve various streetscape projects to the community: The attendees were asked to prioritize the various projects and each did submit a priority sheet which has been summarized in the attached sheet. The more general discussion of the various issues is noted below:

### Comments:

- There was strong support for streetscape improvements in general as they are thought of as safety as much as ease of movement issues.
- Janet Patterson noted that the streetscape projects will support the revitalization of the residential communities currently on-going in the Acorn and Prescott neighborhoods.

The 12 projects are consistent with the concept of using the street design to slow traffic and the projects did garner positive support by all the attendees.

**Project #1: Bridge Improvements:** received positive support for walking to downtown as well as the image of the area projected by the bridge lighting as seen from the 980 freeway.

**Project #2: Pedestrian Crossing at Acorn Center:** Had support from the community as has the shopping complex which everyone wants to see happen quickly..

**Project #3: 8th Street Improvements:** Strong support for 8th St. as the pedestrian spine.

**Project #4: Adeline Street and other Intersections:** The crossing is definitely thought of as a major crossing in the neighborhood. The store requires improvements regarding loitering etc. which may require special attention.

**Project #5: BART AC Transit Plaza:** Although heavily used the transit plaza is used most by non-residents waiting for AC Transit transfers from West Oakland BART. Everyone felt that it was an important project as an entry into the neighborhood. The feeling is that BART should have already done this.

**Project #6: 7th St./ Center Pedestrian Improvements:** The 7th St. crossing is difficult in part due to the poor light timing even with the pedestrian signals the wait time is long.

**Project #7: 7th St. Commercial Main Street Improvements:** Unanimous support for the pedestrian improvements along 7th Street. There was surprising understanding that these improvements should be put in place when new development begins.

**Project #8: Bike Path Extension from JLS to Mandela Parkway:** There was little support for the bikeway improvements in general, although there was an understanding that 3rd. St. extension to Mandela Parkway is a high priority for the City, is not generally desired by the residents

**Project #9: Typical Residential St. Intersection (Example: Peralta Street):** They like the improved (more safe) crosswalks, particularly around the schools. If other intersections are deemed problematic then a similar design could be applied.

**Project #10: Prescott Neighborhood Streetscape Improvements:** The one way traffic most greatly impacts this project. The Prescott neighborhood portion of 8th St. has the greatest



landscape strip for street tree planting. Everyone was in general support of the streetscape program.

**Project #11: Bus Stop Improvements:** Ranked low on the list of priority projects. These would be implemented by individual developments as part of their projects.

**Project #12: 7<sup>th</sup> Street Mandela Pkwy. Intersection and Street extension:** This was considered a more important project than originally discussed although the community believes that extending Third Street would add traffic and tricks to the neighborhood.

The prioritization of the various projects listed above is attached.

#### **AC Transit Discussion:**

Deborah Dagang then summarized the findings and recommendations for improvements to AC Transit service, preliminary routing variations which may better serve the West Oakland Community.

The discussion was lively and informative: The summary is:

- Although the route maps give the appearance of a substantial level of transit service in the area there is a general perception that the service quality is lacking in frequency (particularly at night) and to major desired destinations to jobs, particularly late night shifts and owl service.
- The Route 62 is believed to be the most successful route within West Oakland. Its frequency and general reliability and its destinations (particularly to Broadway and to Highland Hospital makes it the most useful. **DONT CHANGE THE 62!** This was discussed in terms of the end loop at 16<sup>th</sup> Street rather than the dead end at the old Train Station. There is concern that any change may effect residents in that area. This needs to be studied further when AC Transit reviews their service.
- Major destinations may be Employment Destinations such as: Airport, UPS and Fed Ex, KMart, 98th and Hegenburger (New Fed Ex), Laney College and Fruitvale BART.
- There is a discussion of AC Transit possibly adding a Trans Bay Route "A" to the W.O. Airport via Alameda: If the route could deviate to Seventh Street it could connect the community to services and job at the airport and Alameda with minimal difficulty and added cost to AC Transit. It would have to be connected to a shuttle or other connection to the neighborhood.
- The short term recommendations in the plan are considered "revenue nuetral" . The longer term recommendations will require additional revenue sources.
- Tina Konvalinka from AC Transit noted that she as applied for additional funding for extended evening and owl service particularly within the West Oakland community.
- Tina also noted that this process has been very helpful to AC Transit to have had a number of issues discussed relative to service in this area and that it would asist AC Transit in their future planning efforts.

**Shuttle Service:**

Rick Williams then discussed the issues relative to Shuttle Plan and the alternative routing ; The summary is as follows:

- The residents, generally made up of the Acorn Housing Community are in strong support for alternative B of the shuttle routes which was discussed as the "backbone" of the alternative routes proposed.
- Minimum reasonable frequency is 15 to 20 minutes.
- Concern was that the busses are filled with children, and makes trip unpleasant and inconvenient and difficult for seniors.
- For midnight to morning service Door to Door service with a van pool may be a better option and would possibly be employment based.
- There could be future employment based expansion of the shuttle service to West Oakland Army Base.
- Weekend Service is more important than late evening service.

**Process:**

- Michelle Hightower noted that the Plan would be presented to the Planning Commission in November and we would appreciate support form the community in terms of attendance at the PC meeting and letters of support.
- The Plan would then proceed after two PC meetings to the City Council. This would occur in January.

**Funding Issues:**

- Karen Frick, MTC, presented a summary of the funding relative to the various portions of the Plan.
- AC Transit, the Congestion Management Agency and MTC are all submitting funding applications for various streetscape projects which were outlined within this plan. These are in conjunction with other organizations.
- As noted early on in the process the goal of this plan is not to sit on a shelf, but to get immediate implementation of the highest priority projects.

The above summary of the Community Meeting is based on notes and recording of the meeting. If there is a discrepancy or question regarding this summary please notify Rick W. Williams of VMWP in writing.

Sincerely,



Rick W. Williams  
Architect

# Acorn • Prescott Neighborhood Transportation Plan

for the  
Metropolitan Transportation Commission  
City of Oakland

Van Meter Williams Pollack

Architecture • Urban Design  
Nelson Nygaard Consulting

DKS Associates

## Streetscape Priority Questionnaire 10/28/98

Please note your preference for each of the proposed projects discussed.

Project Priorities      Prioritize Projects: H = High, M = Medium, L = Low

- |     |   |  |
|-----|---|--|
| 1.  | 11th & 14th Street Bridge Lighting and Railing                  | <u>M</u>   |
| 2.  | Pedestrian Crossing at Acorn Shopping Center                    | <u>H</u>   |
| 3.  | 8th Street Pedestrian Improvements                              | <u>H</u>   |
| 4.  | 8th and Adeline Intersection and Pedestrian Improvements        | <u>H</u>   |
| 5.  | BART Station Plaza / AC Transit Center                          | <u>M</u>   |
| 6.  | Center Street Pedestrian Improvements                           | <u>M</u>   |
| 7.  | 7th Street Commercial Main Street Improvements                  | <u>H</u>   |
| 8.  | Bike Lanes and Third Street Extension                           | <u>L</u>   |
| 9.  | 8th and Peralta Streets Intersection Improvements               | <u>H</u>   |
| 10. | 8th Street Improvements (North of Mandela Parkway)              | <u>H</u>   |
| 11. | Bus Stop Shelters at Important locations                        | <u>L</u>   |
| 12. | 7 <sup>th</sup> Street and Mandela Parkway Intersection to BART | <u>H</u>   |
| 13. | List any other important projects:                              | <u>Intersections across from schools</u><br><u>Adeline and 10<sup>th</sup> Street Intersection</u> |

**6-B PROJECT COST ESTIMATES AND MAINTENANCE COSTS****Planning Cost Estimates - Projects 1 through 12 and Planning Maintenance Costs****Planning Maintenance Costs:**

Maintenance costs will vary widely depending on the clustering of projects and the framework for funding the maintenance program. It is difficult to determine the maintenance for a particular project. The following are planning maintenance costs which could be applied for an area or a project. funding could be through the City General Fund in the case of streetscape maintenance, or BART or AC Transit general maintenance funds for the Transit Center improvements. To estimate maintenance costs per project a annual maintenance cost of \$1-2% of the project budget is an appropriate Planning Figure.

**Estimated Maintenance Planning Costs:**

<b>Project #</b>	<b>Budget</b>	<b>Planning Maintenance</b>
#1 - Bridge	\$ 300,000 / bridge	\$ 3-6,000 / yr.
#2 - Market St.	\$ 225,000	\$ 2,250-4,500 / yr.
#3 - 8th Street	\$ 670,000	\$ 7,000-14,000 / yr.
#4 - 8th / Adeline	\$ 430,000	\$ 4,300-8,600 / yr.
#5 - Transit Center	\$815,000	\$ 8-16,000 / yr.
#6 - 7th & Center	\$273,000	3-6,000 / yr.
#7 - 7th Street	\$ 1,157,000	\$12-25,000 / yr.
#8 - Bike Path	\$ 117,000	N/A
#9 - 8th / Peralta	\$450,000	\$5-10,000 / yr.
#10 - 8th Street-Prescott	\$1,700,000	\$17-35,000 / yr.
#11 - Transit Shelters (per AC Transit)		\$ 1,500 / yr.
#12 - 7th / Mandela	\$650,000	\$ 7-14,000 / yr.

Acorn / Prescott  
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 for the  
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Van Meter Williams Pollack  
 Architecture • Urban Design  
 with  
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**STREETSCAPE PROJECT COST/BUDGET ESTIMATE**  
 9/18/98

**Project #1: I-980 11 St. and 14th St. Pedestrian Improvements**

Item	No of	Cost/Amount	Cost
New Sidewalk Concrete accent paving	3,200 SF	\$8 SF	\$25,600
Decorative Metal Railing (4')	400 LF	\$20 LF	\$8,000
Decorative Metal Railing (10')	400 LF	\$30 LF	\$12,000
Post Light Fixtures and Power	8 Allow.	\$4,000 EA	\$32,000
Gateway Entry Features	2 Allow.	\$4,000 EA	\$8,000
Accent Landscaping at each end	2 Allow.	\$3,000 EA	\$6,000
Concrete ADA Ramp and Conc. Crosswalk	2 Allow.	\$6,000 EA	\$12,000
Include Metal Railing and Lighting on each side of Bridge	400 LF 8 Allow.	\$30 LF \$4,000 EA	\$12,000 \$32,000
<b>Sub Total</b>			<b>\$147,600</b>
Demolition of Lighting and Railing and Walk	1 Allow.	\$20,000 EA	\$20,000
Construction Supervision (7%)		7%	\$10,332
General Contractor (30%)		30%	\$44,280
Design and Engineering (20% of Const. Cost)		20%	\$29,520
<b>Sub Total</b>			<b>\$251,732</b>
Contingency (20%)		20%	\$50,346
<b>Total for each Bridge</b>			<b>\$302,078</b>
<b>Total for 11th Street and 14th Street Bridges</b>	<b>2</b>	<b>\$302,078</b>	<b>\$604,157</b>

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STREETSCAPE PROJECT COST/BUDGET ESTIMATE  
 9/18/98

Project #2: 8th & Market Intersection and Acorn Shopping Center

Item	No of	Cost/Amount	Cost
New Concrete Sidewalk/Bulbs and HC Ramp	4 EA	\$9,500 EA	\$38,000
Concrete Crosswalk with Accent Paving	2,000 SF	\$10 SF	\$20,000
Landscaping of Bulbs	4 EA	\$1,600 EA	\$6,400
23 trees and groundcover	1 EA	\$2,000 EA	\$2,000
New Light Fixtures and Poles (at each corner)	4 EA	\$3,000 EA	\$12,000
Traffic Signals & Crossing Lights	4 EA	\$4,000 EA	\$16,000
Restriping of Adjacent Street(s)	1 Allow.	\$1,000 EA	\$1,000
Demolition of Lighting and Walks	1 Allow.	\$20,000 EA	\$20,000
<b>Sub Total</b>			<b>\$115,400</b>
Construction Supervision (7%)		7%	\$8,078
General Contractor (30%)		30%	\$34,620
Design and Engineering (20% of Const. Cost)		20%	\$23,080
<b>Sub Total</b>			<b>\$65,778</b>
Contingency (20%)		20%	\$36,236
<b>Total for Project 2</b>			<b>\$217,414</b>

Project #2a: Shopping Center Pedestrian Connection

Entry Gate Signage	1 EA	\$1,500 EA	\$1,500
6' Walk, Separate Curbs, etc. [200 LF on each side of entry drive]	400 LF	\$50 LF	\$20,000
Landscaping: trees	16 EA	\$400 EA	\$6,400
1800 (3' x 3' x 200')	1,800 EA	\$4 EA	\$7,200
Lighting (extends from 8th Street)	4 Allow.	\$3,000 EA	\$12,000
Optional: Covered Walk (Plastic Frame & Roof)	200 LF	\$400 LF	\$80,000
Bus Shelter Along Market Street	1 Allow.	\$7,500 EA	\$7,500
Artwork	1 Allow.	\$10,000 EA	\$10,000
Demolition of Existing Con. & L.S.	1 Allow.	\$30,000 EA	\$30,000
<b>Sub Total</b>			<b>\$174,600</b>
Const. Sup., Gen. Contract., D & E (57%)		57%	\$99,522
Contingency (20%)		20%	\$34,920
<b>Total for Project 2a</b>			<b>\$309,042</b>

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**Project #3: 6th Street Pedestrian Improvements**  
**(1500 LF of Street: Mandela Parkway to Market Street)**

Item	No of	Cost/Amount	Cost
Replace Existing Sidewalk Paving (3000x6) [existing curbs to remain except patching]	17,000 SF	\$5 SF	\$85,000
New 5 W. Trees (24" box) & Grate	95 EA	\$400 LF	\$38,000
Acorn Trees at Crossings (12' x 2')	24 LF	\$400 LF	\$9,600
Irrigation	4 BLK	\$5,000 BLK	\$20,000
Landscape Bulbs at Intersection with HC Ramps	3 I/S	\$10,000 I/S	\$30,000
New Street Lamps	30 EA	\$4,000 EA	\$120,000
Restriping of Street (2500 LF)	1,500 LF	\$2 LF	\$3,000
Demolition of Existing Sidewalk	17,000 SF	\$2 SF	\$25,500
Demolition of Curb and Street at Bulb	3,000 LF	\$1.75 LF	\$5,250
Removal of Street Lights	12 EA	\$800 EA	\$9,600
Option: Refit & Relamp on one side		\$100 EA	nic
<b>Sub Total</b>			<b>\$345,950</b>
Construction Supervision (7%)		7%	\$24,217
General Contractor (30%)		30%	\$103,785
Design and Engineering (20% of Const. Cost)		20%	\$69,190
<b>Sub Total</b>			<b>\$543,142</b>
Contingency (20%)		20%	\$108,628
<b>Total</b>			<b>\$651,770</b>

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**Project #4: Adeline Street Intersection and Commerical Plaza Improvements**

Item	No of	Cost/Amount	Cost
New Concrete Sidewalk/Bulbs and HC Ramp	4 EA	\$10,000 EA	\$40,000
Concrete Crosswalk with accent paving	2,000 SF	\$10 SF	\$20,000
Landscape: Bulbs and Parking Area (2-3 trees)	5 EA	\$2,000 EA	\$10,000
 New Light Fixture and Poles (at each corner and 2 at parking)	6 EA	\$3,000 EA	\$18,000
Signal Relocation	1 LS	\$75,000 LS	\$75,000
New Walk and Diagonal Parking [10' sidewalk & 5 (10x20) spaces]	2,500 SF	\$10 SF	\$25,000
Demolition of Lighting and Pavement	1 Allow.	\$ 40,000 EA	\$40,000
<b>Sub Total</b>			<b>\$228,000</b>
Construction Supervision (7%)		7%	\$15,960
General Contractor (30%)		30%	\$68,400
Design and Engineering (20% of Const. Cost)		20%	\$45,600
<b>Sub Total</b>			<b>\$357,960</b>
Contingency (20%)		20%	\$71,592
<b>Total</b>			<b>\$429,552</b>

**Additional Building Renovation**  
 Facades, awnings, lighting, paint  
 and signage

1 Allow. \$200,000 \$200,000

**Total (including building renov.) \$629,552**



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**Project #5: BART/AC Transit Plaza and Transit Center Structure**

Item	No of	Cost/Amount	Cost
New Paving Sidewalk/Plaza	10,000 SF	\$15 SF	\$150,000
New Lighting Fixtures	4 EA	\$3,000 EA	\$12,000
New Trees and Landscaping	1 Allow.	\$15,000 EA	\$15,000
New Transit Enclosure with Lighting Signage, Furniture, Seating, Steel Structure with Glass, MTL & MLT or Instal. Panel Roofing	1 Allow.	\$200,000 EA	\$200,000
Demolition of Lighting and Walks	1 Allow.	\$30,000 EA	\$30,000
<b>Sub Total</b>			<b>\$407,000</b>
Construction Supervision (7%)		7%	\$28,490
General Contractor (30%)		30%	\$130,647
Design and Engineering (20% of Const. Cost)		20%	\$113,227
<b>Sub Total</b>			<b>\$679,364</b>
Contingency (20%)		20%	\$135,873
<b>Total</b>			<b>\$815,237</b>

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**Project #6: 7th Street/Center Street Pedestrian Improvements**

Item	No of	Cost/Amount	Cost
7th Street Accent Paving at Crossing	2,000 SF	\$12 SF	\$24,000
New Center Street Sidewalk 6' x 600'	3,600 SF	\$10 SF	\$36,000
HC Ramps	6 EA	\$1,600 EA	\$9,600
New Intersection Bulbs with Landscaping	8 EA	\$4,000 EA	\$32,000
Landscaping: Trees	20 EA	\$400 EA	\$8,000
New Street Lamps @ 100'	6 EA	\$4,000 EA	\$24,000
Restriping of Street	300 LF	\$3 LF	\$900
Demolition of Existing Sidewalk, Concrete, and All Paving	3,600 SF	\$2.00 SF	\$7,200
Removal of Existing Street Lights	4 EA	\$800 EA	\$3,200
<b>Sub Total</b>			<b>\$144,900</b>
Construction Supervision (7%)		7%	\$10,143
General Contractor (30%)		30%	\$43,470
Design and Engineering (20% of Const. Cost)		20%	\$28,980
<b>Sub Total</b>			<b>\$227,493</b>
Contingency (20%)		20%	\$45,499
<b>Total</b>			<b>\$272,992</b>

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**Project #7: 7th Street Commercial Main Street Improvements**

Item	No of	Cost/Amount	Cost
Replace Existing Sidewalk			
4x400 lf x 10' wide	16,000 SF	\$10 SF	\$160,000
2x600 lf x 10' wide	12,000 EA	\$10 EA	\$120,000
Landscape Bulbs at Intersection with			
New HC Ramps at each intersection	12 EA	\$10,000 EA	\$120,000
New Sidewalk Trees with Grate	56 EA	\$500 EA	\$28,000
Accent Trees at Intersection	24 EA	\$300 EA	\$7,200
Irrigation of Trees and Accent Planting	1 Allow.	\$10,000 EA	\$10,000
New Street Lights (4-6 per block)	28 EA	\$3,500 EA	\$98,000
Restriping of Parking, Street, and Crosswalks	6 BLK	\$1,000 BLK	\$6,000
Demolition of Existing Sidewalk, Concrete, and All Paving	36,000 SF	\$1.50 SF	\$54,000
Removal of Existing Street Lights	14 EA	\$800 EA	\$11,200
<b>Sub Total</b>			<b>\$614,400</b>
Construction Supervision (7%)		7%	\$43,008
General Contractor (30%)		30%	\$184,320
Design and Engineering (20% of Const. Cost)		20%	\$122,880
<b>Sub Total</b>			<b>\$964,608</b>
Contingency (20%)		20%	\$192,922
<b>Total</b>			<b>\$1,157,530</b>

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**Project #8: Bike Path Extension from Jack London Square to Mandela Parkway**  
**This is for striping of bike lanes and signage only - no street improvements**  
**Route: 2nd and/or 3rd Street**

Item	No of	Cost/Amount	Cost
Striping of Bike Lanes and Appropriate Signage Each Way	12,000 LF	\$2.50 LF	\$30,000
Class 3 (5') Bikeway	24,000 EA	\$2.50 EA	\$60,000
<b>Sub Total</b>			<b>\$90,000</b>
Design and Engineering (10%)		10%	\$9,000
Contingency (20%)		20%	\$18,000
<b>Total</b>			<b>\$117,000</b>

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**Project #9: 8th Street and Peralta Intersection; others similar**

Item	No of	Cost/Amount	Cost
New Concrete Sidewalk/Bulb and HC Ramp	4 EA	\$10,000 EA	\$40,000
Landscaping: Bulbs (2-3 + G.C.)	4 EA	\$2,000 EA	\$8,000
Concrete Crosswalk with Accent Paving	2,400 SF	\$10 SF	\$24,000
New Light Fixture and Poles (one at each corner)	8 EA	\$5,000 EA	\$40,000
Signal Relocation (as required)	1 EA	\$75,000 EA	\$75,000
Demolition of Lighting and Paving	1 Allow.	\$40,000 EA	\$40,000
<b>Sub Total</b>			<b>\$227,000</b>
Construction Supervision (7%)		7%	\$15,890
General Contractor (30%)		30%	\$68,100
Design and Engineering (20% of Const. Cost)		20%	\$62,198
<b>Sub Total</b>			<b>\$373,188</b>
Contingency (20%)		20%	\$74,638
<b>Total</b>			<b>\$447,826</b>

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**Project #10: 8th Street Prescott WH Streetscape Improvements**  
**2200 LF of Street from Center Street to Pine Street**

Item	No of	Cost/Amount	Cost
Replace Existing Sidewalk Paving (4400x6) [existing curbs to remain except patching]	26,400 SF	\$5 SF	\$132,000
New Trees (24" box @ 25-30 oc)	75 LF	\$400 LF	\$30,000
Accent Trees at Crossings (2' x 26')	52 LF	\$300 LF	\$15,600
Irrigation	5 BLK	\$10,000 BLK	\$50,000
Landscape Bulbs at Intersection with HC Ramps	24 I/S	\$10,000 I/S	\$240,000
New Street Lamps	88 EA	\$4,000 EA	\$352,000
Restriping of Street	2,200 LF	\$2.00 LF	\$4,400
Demolition of Existing Sidewalk (13,200 x 2)	26,400 SF	\$1.50 SF	\$39,600
Demolition of Curb at Bulb	6,500 LF	\$1.75 LF	\$11,375
Removal of Street Lights	16 EA	\$800 EA	\$12,800
<b>Sub Total</b>			<b>\$887,775</b>
Construction Supervision (7%)		7%	\$62,144
General Contractor (30%)		30%	\$266,333
Design and Engineering (20% of Const. Cost)		20%	\$243,250
<b>Sub Total</b>			<b>\$1,459,502</b>
Contingency (20%)		20%	\$291,900
<b>Total</b>			<b>\$1,751,403</b>

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**Project #11: Transit Shelter Alternatives**

Item	No of	Cost/Amount	Cost
1. CMU & Wood Frame	1 Allow.	\$18,000 LS	\$18,000
2. Steel Frame & Kal Wall	1 Allow.	\$25,000 LS	\$25,000
3. Steel Frame & Kal Wall (at Commercial Street)	1 Allow.	\$4,000 LS	\$4,000
4. Awning/Bench & Sign (at Commercial Street)	1 Allow.	\$30,000 LS	\$30,000

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**Project #12: 7th Street & Mandela Parkway Intersection and Improvements between 7th & 5th Streets**

Item	No of	Cost/Amount	Cost
New Concrete Sidewalk and HC Ramps [10' x 400'] x 2	8,000 SF	\$10 SF	\$80,000
Concrete Crosswalk/Accent Paving	3,000 SF	\$10 SF	\$30,000
Landscape Street Trees (400/25)	26 LF	\$400 LF	\$10,400
Irrigation	3 BLK	\$5,000 BLK	\$15,000
New Light Fixtures at Corner and 1 Block	18 EA	\$5,000 EA	\$90,000
Optional:			
Relocate Traffic Signals and Cross Lights (4)	1 Allow.	\$90,000 LS	\$90,000
Restriping of Street	500 LF	\$2.00 LF	\$1,000
Demolition of Existing Sidewalk	4,000 SF	\$1.50 SF	\$6,000
Removal of Street Lights	4 EA	\$800 EA	\$3,200
<b>Sub Total</b>			<b>\$325,600</b>
Construction Supervision (7%)		7%	\$22,792
General Contractor (30%)		30%	\$97,680
Design and Engineering (20% of Const. Cost)		20%	\$89,214
<b>Sub Total</b>			<b>\$535,286</b>
Contingency (20%)		20%	\$107,057
<b>Total</b>			<b>\$642,344</b>